

# **MEDIA ADVISORY**

Date: December 21, 2024

Contact: Debra L. Bresler  
(985) 630-4604

## ***NOLA New Year's Eve 2024*** **Fireworks along the Historic Riverfront in Downtown New Orleans**

### **WHO?**

*Produced by the*  
❧ Crescent City Countdown Club ❧  
*in partnership with the*  
❧ Mayor's Office of Cultural Economy ❧  
&  
❧ NOTCF ❧

*Presented by*  
❧ New Orleans & Company ❧  
❧ Allstate Sugar Bowl ❧  
❧ The Berger & Tiller Families ❧  
❧ French Quarter Festivals Inc. ❧  
❧ J & M Displays ❧  
Magic 101.9 ❧ WWL 870AM/105.3FM ❧ WWL.com  
+  
more than 17 Other Community Partners!

### **WHAT?**

❧ New Year's Eve Festivities ❧  
Downtown New Orleans  
in the French Quarter

### **WHEN?**

**Tuesday, December 31, 2024**  
❧ Allstate Sugar Bowl Parade ❧  
2:00 p.m.  
French Quarter along Decatur Street  
❧ "New Orleans Eve" Concert ❧  
9:00 p.m. to Midnight  
Decatur Street at Jackson Square  
❧ Fleur de Lis Drop ❧  
Midnight  
atop Jax Condominium  
❧ Extraordinary Fireworks Display ❧  
at the stroke of midnight  
along the historic New Orleans Riverbank

**WHERE?** Along the historic New Orleans Riverfront on the East and West Banks of the river from Hilton New Orleans Riverside to Crescent Park at French Market

**WHY?** To celebrate the New Year as only New Orleans can!

**HOW?** For more information, visit [CrescentCityCountdown.com](http://CrescentCityCountdown.com). Play or download the music used to choreograph the fireworks show!  
For more information about the Allstate Sugar Bowl festivities, visit [AllstateSugarBowl.org](http://AllstateSugarBowl.org)

**Lagniappe!** Visit [WWL.com](http://WWL.com) and click on the link to the fireworks music used to choreograph the fireworks show!

