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**For Immediate Release**

## **Gateway Arch Park Foundation welcomes visitors of all ages Downtown this holiday season to experience the Eighth Annual Winterfest**

*The event that has become a beloved holiday tradition for families across the region takes place in Kiener Plaza from November 18 through December 31.*

**ST. LOUIS, MO (October 23, 2023)** — The Eighth Annual Winterfest, the iconic St. Louis holiday festival, presented by Bank of America and World Wide Technology and produced by Gateway Arch Park Foundation in partnership with the St. Louis Blues, opens Saturday, Nov. 18, 2023, and runs through December 31, 2023.

Winterfest officially kicks off with the Ameren Missouri Festival of Lights on November 18, ushering in the holiday season in St. Louis with the lighting of The Salvation Army tree of lights. Visitors returning to Winterfest will enjoy all of their favorite activities from previous years, including ice skating, s'mores stations and igloos underneath 100,000 twinkling lights in the shadow of the Gateway Arch. This seven-weekend winter celebration will also showcase exciting events like St. Louis Blues-sponsored try hockey free, appearances from princesses and superheroes, and a family friendly New Year's Eve fireworks spectacular. Plus, visitors will be treated to craft cocktails and beverages from Pour Decisions STL and a variety of delicious local food trucks each week.

The third annual Winterfest 5K and 1-mile Kids Fun Run through the Arch grounds will kick off the festivities on Nov. 18. The 5K is presented by Caleres and the Kids Fun Run is supported by Famous Footwear, produced in partnership with Big River Running. Race proceeds benefit Gateway Arch Park Foundation's work of conservation, preservation, education and community programs at and around our hometown national park. Register at [archpark.org/5k](http://archpark.org/5k).

"This iconic event draws tens of thousands of people to Downtown St. Louis every holiday season, making Winterfest a key part of our mission to bring exciting, family-friendly programming to the Arch grounds and surrounding areas like Kiener Plaza," said Ryan McClure, executive director of Gateway

Arch Park Foundation. "Thanks to our incredible sponsors, Winterfest has grown year over year, turning into a true tradition of the season!"

"It's always so thrilling to see residents and visitors fill Downtown to celebrate the most wonderful time of the year at Winterfest," said Katie Fischer, market executive of Bank of America St. Louis. "We're proud to sponsor this iconic holiday event once again and look forward to watching Kiener Plaza come to life with families, friends, and festive fun!"

"Winterfest brings people all across the region to Downtown St. Louis, including our own employees. That's why World Wide Technology is proud to partner with Gateway Arch Park Foundation again this year to sponsor an event that means so much to our city," said Ann Cuiellette Marr, executive vice president for global human resources at World Wide Technology and president of the World Wide Technology Foundation. "With all the fun activities for all ages and amazing food and drinks, Winterfest is a must-see!"

"At Ameren, we don't just power homes and businesses...we power the community," said **Mark Birk**, president of Ameren Missouri. "That's why we are proud to be involved with Winterfest and serve as the title sponsor for the Ameren Missouri Festival of Lights, which kicks off the Salvation Army's annual campaign to help raise funds for those in need during the holiday season."

#### **Winterfest Hours of Operation: November 18, 2022 – December 31, 2023**

- Fridays from 4 – 8 p.m.
- Saturdays and Sundays from 12 – 8 p.m.
- December 24 (Christmas Eve): 12 – 6 p.m.
- December 25 (Christmas Day): CLOSED
- Extended hours, December 26, 2023 – December 31, 2023: Open daily from 12 – 8 p.m.

Tickets for skate rentals and heated igloo reservations will be available for purchase beginning in October. S'mores kits will be available for purchase on site on a first-come, first-serve basis.

The full Winterfest programming schedule is available at [archpark.org/winterfest](http://archpark.org/winterfest). Highlights include One Nation Day (Dec. 2), and New Year's Eve 'Neon Nights' Celebration and Fireworks (Dec. 31), made possible with support from Greater St. Louis Inc.

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#### Parking

Parking is available at the Kiener Plaza East and West Garages starting at just \$7 for up to 12 hours. Sign up for an InterPark Express account at [iparkit.com/register](http://iparkit.com/register) and receive 20% off your first five uses of Express; simply choose your day and time and scan your device to get in and out of the garage. Gateway Arch Park Foundation Members receive free and discounted parking all year long. Visit [archpark.org/membership](http://archpark.org/membership) to learn more.

#### About Gateway Arch Park Foundation

Gateway Arch Park Foundation is the official philanthropic partner and conservancy for Gateway Arch National Park. Its mission is to ensure the Gateway Arch, its grounds, neighboring public spaces, and attractions are a vital, welcoming, well supported resource to the community and nation for generations to come. It seeks to fulfill its mission by providing for ongoing conservation, preservation and education at the park, in addition to hosting, facilitating and promoting community programs that bring the park and its surrounding areas in Downtown St. Louis to life. The Foundation is part of an alliance that helps meet this mission, which includes the National Park Service, Bi-State Development, Great Rivers Greenway, Jefferson National Parks Association, and the City of St. Louis. For more information, visit [ArchPark.org](http://ArchPark.org).