



**GATEWAY ARCH PARK
FOUNDATION**

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For Immediate Release

More than 65,000 visitors made their way Downtown for Gateway Arch Park Foundation's Winterfest in 2023, a 70% increase over 2022

The six-week winter tradition draws tens of thousands to Downtown St. Louis each year to celebrate the season and support neighborhood businesses. The festival is one of the Foundation's signature events that activate their mission to bring together community at the Gateway Arch, its grounds and surrounding areas.

ST. LOUIS (Jan. 11, 2024) — This was the biggest year yet for Gateway Arch Park Foundation's Winterfest. In its 8th year, the six-week celebration brought 65,672 attendees to Kiener Plaza in the heart of Downtown St. Louis, a 70% increase over 2022 and a 153% increase over 2021. In total, the festival was open for 23 operational days and hosted 35 local vendors including seven food trucks. The Winterfest team welcomed 11,535 ice skaters, sold 567 s'mores packages and even saw three marriage proposals.

Community programming like Winterfest is a cornerstone of the Foundation's mission to ensure the Gateway Arch, its grounds, neighboring public spaces and attractions will be a vital, welcoming, and well-supported resource for the community and nation for generations to come. With the Foundation's events, tens of thousands of St. Louisans come together in Downtown St. Louis and create lasting memories and new family traditions.

"Winterfest's consistent and significant growth is an indicator of Downtown's overall momentum and a shining example of Gateway Arch Park Foundation's mission in action," said Gateway Arch Park Foundation Executive Director Ryan McClure. "This project is a joint effort led by the Foundation and supported by our sponsors, partners, and the community. With continued collaboration comes continued achievement, and I am going into 2024 with a very positive outlook."

Winterfest is made possible by presenting sponsors Bank of America and World Wide Technology and additional sponsors including St. Louis Blues, Ameren Missouri and Greater St. Louis, Inc. It is produced by Foundation staff, volunteers and vendors.

Gateway Arch Park Foundation members are also essential to fulfilling the Foundation's mission of conservation, preservation, education, and community programming. Those looking to support this mission can become members or learn more at archpark.org.

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About Gateway Arch Park Foundation

[Gateway Arch Park Foundation](http://archpark.org) is the official philanthropic partner and nonprofit 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 <http://archpark.org>.