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For Immediate Release

Gateway Arch Park Foundation's Winterfest, Presented by Bank of America and World Wide Technology, Opens Saturday, Nov. 21

St. Louis' beloved tradition celebrates its 11th year with a new event layout, interactive displays, street curling and the Ameren Missouri Festival of Lights.

ST. LOUIS (Nov. 10, 2026) — Gateway Arch Park Foundation's Winterfest, presented by Bank of America and World Wide Technology, opens Saturday, Nov. 21, with a full day of family-friendly programming at Kiener Plaza in the heart of downtown St. Louis. Now in its 11th year, Winterfest has cemented its place as the city's defining holiday destination, drawing tens of thousands of visitors each season to skate, gather and celebrate in the glow of the iconic Gateway Arch.

Opening day kicks off with the sixth annual Winterfest 5K, presented by Edward Jones. It's the only official race that goes through and supports Gateway Arch National Park's official nonprofit conservancy. The race will be followed by free ice skating all day beginning at 8 a.m., courtesy of Ameren.

At noon, the Ameren Missouri Festival of Lights begins, starting a full day of events — including live performances, photos with Santa from noon to 4 p.m. and Cocoa Santa from 5 to 8 p.m., reindeer visits from 3:30 to 5:30 p.m., and jugglers and stilt walkers at 4:30 p.m. — and more than 50 vendors to visit throughout the festival. The Winterfest Holiday Expo will also take place in the Greater St. Louis Inc. Lodge @ Winterfest with live cooking demos, holiday decor tips, mixology demos and letters to Santa.

The holiday cheer will be on full display in downtown St. Louis, with VP St. Louis' 42nd annual Thanks-For-Giving Parade kicking off at 2 p.m. This year's parade will include at least 12 marching bands and drumlines, along with festive and musical floats, dance groups and community groups from across the St. Louis region. The parade will begin at Market Street and Tucker Boulevard and conclude just outside Kiener Plaza, where Gateway Arch Park Foundation's Winterfest will already be in full swing. Experience Thanks-For-Giving Parade float tours beginning at 4:30 p.m. at Winterfest.

At 5:30 p.m., head to the main stage to experience the Salvation Army Tree Lighting Ceremony, emceed by local news anchor Michelle Li. The ceremony will feature live performances and remarks from city and community leaders and will be topped off with a fireworks spectacular at 7 p.m.

GATEWAY ARCH PARK
FOUNDATION

Beyond opening day, this year's Winterfest is giving St. Louis more reasons to return throughout the seven-week festival. New this year, the Winterfest Curling Experience brings street curling to the plaza, offering 90-minute bay sessions for up to four guests. There will be more interactive lighting displays than ever before, a new festival layout, more themed igloos and an all-new rotating schedule of free programming around Kiener Plaza and in the Greater St. Louis Inc. Lodge @ Winterfest. Of course, guests can plan on returning favorites, including reserving a private heated igloo in the Igloo Village — made possible with support from The Paz Family Foundation — warming up at the s'mores stations and enjoying Ed's Food Shop and Pour Decisions at the Winterfest Cafe.

"The best part of Winterfest is seeing thousands of people create memories and have fun in Downtown St. Louis," said Ryan McClure, executive director of Gateway Arch Park Foundation. "Winterfest is a big part of our mission at work. Together, we're creating moments where people can connect to each other and the iconic spaces in and around Gateway Arch National Park. We look forward to celebrating the holiday season alongside our community."

"We are thrilled to see Winterfest bring a full season of holiday cheer to the heart of Downtown St. Louis for another year," said Katie Fischer, St. Louis market executive at Bank of America. "Supporting Winterfest reflects Bank of America's commitment to investing in the communities we serve and helping create meaningful experiences that strengthen connections and make St. Louis an even better place to call home."

"We're proud to call St. Louis home and believe in helping create a community where future generations can thrive," said Nicole Tate, senior vice president of enterprise business development and client enablement at World Wide Technology. "Events like Winterfest offer families an opportunity to build traditions and experience the iconic places that make our region unique. Supporting Gateway Arch Park Foundation is one way we can help ensure these shared experiences and public spaces remain an important part of our community for generations. Year after year, Winterfest delivers something truly memorable for St. Louis families. We love being part of it, and we're especially thrilled to see what this year's new additions bring to the experience."

"Downtown St. Louis shines a little brighter each year once Winterfest kicks off," said Gwen Mizell, senior vice president and chief sustainability officer at Ameren. "Ameren Missouri is proud to continue supporting this event through the Festival of Lights and free skating opportunities that bring families together, showcasing a city where all can have a sense of belonging."

"Winterfest is proof that when we work together, we succeed," said Ron Kitchens, managing partner of Greater St. Louis Inc. "By bringing our community together at our region's front door, we're not only creating memorable seasonal experiences but also showcasing the vibrancy and momentum we're building together in Downtown St. Louis. Thank you to Gateway Arch Park Foundation and its partners, including Bank of America and World Wide Technology, for making this tradition possible."

Parking for Winterfest is available at the Kiener Plaza East (500 Pine St.) and West (604 Pine St.) garages. Downtown metered and surface lot parking is also available on a first-come, first-served basis.

Members of Gateway Arch Park Foundation also receive special benefits to enhance their Winterfest experience, including discounts on igloo reservations, registration for the Winterfest 5K and Winterfest merchandise from the foundation's online store. Become a member today.

More information about Winterfest and the full season's schedule of events can be found online at archpark.org/winterfest.

If you're looking for the perfect gift this holiday season, be sure to check out Gateway Arch Park Foundation's art prints from its Perspectives from the Park collection, purchase a holiday card, or visit the online merchandise store. Proceeds directly support the mission of Gateway Arch Park Foundation.

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About Gateway Arch Park Foundation

Gateway Arch Park Foundation 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 archpark.org.

Media Kit:
https://drive.google.com/drive/folders/1l59lThPTJ2PCzqqnuvH3mFdPVpGxO88Y?usp=drive_link