



FOR IMMEDIATE RELEASE November 2, 2017 Contact: Leigh White (412) 325-0163 - office (412) 606-9877 - cell white@downtownpittsburgh.com

PITTSBURGH DOWNTOWN PARTNERSHIP ANNOUNCES PACKED SCHEDULE OF FESTIVITIES FOR COMCAST LIGHT UP NIGHT®

Five Stages with Free Performances Including National Recording Artist Andy Grammer and Youtube Sensation Maggie Lindemann

Peoples Gas Holiday Market[™] to Open on Comcast Light Up Night[®]

Comcast Offering Free Holiday Giveaways, Free Hot Cocoa, Virtual Reality Experience

Live Reindeer, Ice Carving, Ice Skating Free Carriage Rides among the Attractions Around Downtown

Ft. Duquesne Blvd Becomes a Pedestrian Promenade Offering Prime Fireworks Viewing and Two Stages

Free Pittsburgh Symphony Orchestra Mini-Concerts

Free Tours of the City County Building

Blast! Party Guests May View Comcast Light Up Night[®] from the Roof of the U.S. Steel Tower

Downtown Pittsburgh – This morning the Pittsburgh Downtown Partnership announced plans for Comcast Light Up Night[®] that include a jam-packed schedule of dynamic attractions for the official Holiday Season kick off in Downtown Pittsburgh. Scheduled for Friday, November 17, 2017 the festivities spotlight the City's unique combination of traditional and contemporary holiday attractions, complemented by live musical performances on five stages and free activities all around Downtown. Downtown Pittsburgh is expected to welcome hundreds of thousands of visitors on Comcast Light Up Night[®], kicking off a season of events expected to generate an estimated \$21 million in economic impact.

"Comcast is proud to be a part of an event that remains one of the region's most beloved holiday traditions," said Christine Whitaker, Senior Vice President of Comcast's Keystone Region. "Comcast Light Up Night is an outstanding example of Pittsburgh's sense of community, bringing us all together in a way few events do. The Pittsburgh Downtown Partnership has made sure that 2017 will be the best celebration yet, with something for every member of the family."

"Comcast Light Up Night[®] is an amazing way to kick-off the most special time of the year in Downtown Pittsburgh," said Jeremy Waldrup, President and CEO of the Pittsburgh Downtown Partnership. "Our partnership with Comcast has ensured that Light Up Night[®] is filled with interactive and engaging family friendly programming. We cannot think of a better way to commence five weeks of fun in Downtown." Among the key musical headliners for Comcast Light Up Night®:

- The Comcast Main Stage, at Ft. Duquesne Boulevard and Ninth Street, will be headlined by national recording artists Andy Grammer.
- The BNY Mellon New Music Stage, at Ft. Duquesne Boulevard and Sixth Street, will be headlined by You Tube sensation Maggie Lindemann.
- The Total Sports Rockin' Blues Stage, at Stanwix Street and Penn Avenue, will be headlined by Steel Town rock icons including Joe Grushecky and Jeff Jimerson and will also host the lighting of the much-loved Highmark Unity Tree.
- The EQT Jazzmasters Stage, at EQT Plaza on Liberty Ave, will be headlined by Django Festival All Stars and MCG Jazz featuring vocalists Etta Cox and Tania Grubb.

In addition, Comcast will offer free interactive attractions and entertainment as part of the evening's festivities:

- At the XFINITY Experience on The Andy Warhol Bridge and Ft. Duquesne Boulevard, people can try a winter sports virtual reality experience, warm up with a free cup of cocoa, take advantage of a charging station for cell phones and use a winter sleigh backdrop to make their own electronic holiday cards.
- At various locations Downtown, Comcast's Street Team will have special giveaways including fun holiday gifts (while supplies last).
- The Street Team will also capture images of the crowd enjoying the festivities that will be shared via social media and displayed on video screens in multiple locations. People can submit their own pictures or messages by posting images with the hashtag #LUN2017.

Other key highlights for Comcast Light Up Night[®] include:

Ft Duquesne Boulevard Pedestrian Promenade

In addition to the Comcast Main Stage, The BNY Mellon New Music Stage and the Xfinity Experience, Ft. Duquesne Boulevard between 6th and 9th Streets will be a pedestrian promenade, filled with tasty food, vendors, and unique experiences. It's also the perfect spot to view the fantastic BNY Mellon Fireworks Finale.

BNY Mellon Fireworks Finale

Beginning at 9:38 don't miss one of Pittsburgh's most spectacular displays by the first family of pyrotechnics, Zambelli Fireworks, synchronized to a brand new, live holiday broadcast on Q92-9. Spectator viewing will be best on Ft. Duquesne Boulevard between Sixth and Ninth Streets,

Peoples Gas Holiday Market™ (please see Peoples Gas Holiday Market™ full press release)

The Peoples Gas Holiday Market[™] will open with an expanded diversity of special gifts and every half hour Market Square will be transformed by the musically synchronized BNY Mellon Season of Lights, which kicks off with Santa flipping the switch at 5:45 p.m. This dazzling light display will alternate with performances of holiday tunes by local acapella group, the Chromatics Quartet.

Tree Lightings and Ceremonies

A full slate of seven official tree lightings and ceremonies begins at 11:15 a.m. with the lighting of the tree at the City-County Building and concludes at 7:00 p.m. with the lighting of Highmark Unity Tree followed by rooftop fireworks. Additionally, many of Downtown's signature buildings and businesses, including Fifth Avenue Place, One Oxford Centre and PPG Place, will host a packed Comcast Light Up Night[®] schedule of music and family activities.

Free Pittsburgh Symphony Orchestra Concerts

The Pittsburgh Symphony Orchestra will open the doors to Heinz Hall for several, free, mini-concerts on Comcast Light Up Night[®]. Beginning at 7:00 p.m. guests are invited to enjoy holiday classics including selections from Tchaikovsky's Nutcracker Suite, as well as Leroy Anderson's Holiday Classic, Sleigh Ride. The mini concerts will last about 30 minutes and visitors may pop in at any time.

City Hall Tours

In honor of the building's 100th Anniversary, the City of Pittsburgh is proud to open the doors of the historic City-County Building (414 Grant Street) to the public, allowing a unique behind the scenes look at the seat of Pittsburgh's government when decorated in its holiday best! Visitors are invited to stop by on Comcast Light Up Night[®], Friday, November 17 from 5:00 – 9:00 p.m. and on Saturday, November 18 from 11:00 a.m. to 5:00 p.m.

Guests will have the opportunity to visit the Council Chamber, the rarely opened Pittsburgh Government Vault, the Hall of Mayor's, and the Office of the Mayor - the second home to every Pittsburgh chief executive for 100 years! Lastly, visitors will enjoy Pittsburgh's Official Christmas Tree featuring hundreds of larger than life ornaments, including Pittsburgh's Coat of Arms designed by Wendell August, and 90 distinct ornaments, crafted by local technology firm HackPittsburgh, bearing the name of each of Pittsburgh's beloved neighborhoods.

Blast! Party

One way visitors can take their Comcast Light Up Night[®] celebration to the next level is to attend Blast! The VIP Party. Hosted by Comcast and thrown by the Pittsburgh Downtown Partnership, the event will be held for the first time in the upper lobby of the U.S. Steel Tower. As an added bonus, guests will have the rare opportunity to go ON the roof of the Steel Building (weather permitting) for this ticketed event featuring signature cocktails, fine foods, desserts, and entertainment! Also, with ticket purchase, guests will receive special viewing access for the BNY Mellon Firework finale. To learn more about the event and to purchase tickets, visit DowntownPittsburgh.com/Holidays.

DowntownPittsburgh.Com/Holidays

As a helpful resource for the anticipated crowds, the PDP has a comprehensive website

<u>www.DowntownPittsburgh.com/Holiday</u> that provides an overview of the events and activities occurring throughout Downtown Pittsburgh this holiday season including schedules and maps for Light Up Night[®], the Peoples Gas Holiday Market[™], Downtown shopping, cultural performances and special weekend activities. The PDP also produces a weekly Holiday Season e-newsletter to keep everyone current with the latest holiday updates. To receive this e-newsletter, visit <u>http://www.downtownpittsburgh.com/subscribe</u>.

Complete Schedule of Comcast Light Up Night[®] Events:

Official Tree Lighting and Ceremonies

- 11:30 a.m. Allegheny County Courthouse Tower & Tree Lighting
- 12:00 p.m. U.S. Steel Tower Dedication of the Crèche
- 5:00 p.m. City County Building tree Lighting
- 5:30 p.m. PPG Plaza Tree Lighting
- 5:45 p.m. One Oxford Centre Tree Lighting
- 5:45 p.m. Santa Lights BNY Mellon Season of Lights in Market Square
- 7:00 p.m. Highmark Unity Tree Lighting with Rooftop Fireworks

<u>Stages</u>

Comcast Main Stage Ft. Duquesne Boulevard and Ninth Street

The Comcast Main Stage brings even more star power to Comcast Light Up Night[®] with nearly 4 hours of Pittsburgh's hottest bands, all being capped off with a performance by national recording artist Andy Grammer, followed by a great view from this area of the BNY Mellon Fireworks Finale at 9:38 p.m.!

6:00 p.m. Meeting of Important People 7:00 p.m. JD Eicher 8:30 p.m. Andy Grammer

BNY Mellon New Music Stage Ft. Duquesne Boulevard and Sixth Street

The BNY Mellon New Music Stage features several of Pittsburgh's hottest new bands and rising stars and will be headlined by YouTube sensation Maggie Lindemann.

6:00 p.m. Emmerson Jay 7:00 p.m. Buckle Downs 8:30 p.m. Maggie Lindemann

Total Sports Rockin' Blue Stage *Stanwix Street and Penn Avenue*

Join Pittsburgh's most iconic musicians including Joe Grushecky – known for his collaborations with Bruce Springsteen, Jeff Jimerson – loved by Pens fans, and the incredible Lyndsey Smith and Soul Distribution for an evening filled with great blues, soul, and rock 'n roll!

6:00 p.m. Jeff Jimerson and Airborne 7:00 p.m. Lighting of the Highmark Unity Tree 7:30 p.m. Joe Grushecky & The Houserockers 8:30 p.m. Lyndsey Smith and Soul Distribution

EQT Jazzmasters Stage EQT Plaza on Liberty Avenue

Pittsburgh is home to an incredible jazz scene that not only has iconic and classic names but also nurtures new talent. Manchester Craftsmen's Guild is at the center of it all and has programmed an evening filled with world class talent including a very special opening set by New York's Django Festival All Stars and two great sets featuring Etta Cox and Tania Grubbs on vocals.

6:00 p.m. Django Festival All Stars

7:00 & 8:00 p.m. MCG Jazz All Stars featuring: Tania Grubbs, Etta Cox, Cliff Barnes, Paul Thompson, James Johnson, and Jared Sims

Holiday Market Stage at Market Square

Count down with Santa as he flips the giant switch to the dazzling **BNY Mellon Season of Lights** with more than 150,000 lights and a 35' high sphere tree synchronized to favorite holiday music! The light show repeats every half hour alternating with holiday tunes by award winning barbershop singers Vocal Confluence.

5:45 p.m. Santa Flips the Switch for the BNY Mellon Season of Lights. Show repeats every half hour.

Partner Activities and Events

Fifth Avenue Place

7:00 p.m. **Highmark Unity Tree Lighting with Rooftop Fireworks**, countdown with Mr. McFeely. At the Corner of Penn Avenue & Stanwix Street.

5:00 – 9:00 p.m. Discover a shimmering display featuring Winter Wonderland ice sculptures! Create your own Northern Lights Display with the Children's Museum of Pittsburgh or get a commemorative airbrush tattoo.

Live Musical Performances

4:30 – 6:30 p.m. Roger Barbour Jazz Quartet 7:00 – 9:00 p.m. Cross/Current

One Oxford Centre

5:45 p.m. **Annual Tree Lighting and Santa's Arrival** - Join One Oxford Centre for the official lighting of their 30-foot Christmas tree and welcome Santa Claus! Santa will be on hand to hear children's holiday wishes.

6:00 – 9:00 p.m. **Free Horse Drawn Carriage Rides** - Take a ride around the block in a beautiful horse drawn carriage. Pick up will be on Fourth Avenue. (Last ride at 8:45 p.m.)

6:00 – 9:00 p.m. **Santa's Reindeer and Free Activities** - Santa's faithful reindeer are ready to greet you in the outdoor plaza. Enjoy free indoor activities for children such as face painting, balloon art, sand art and caricatures.

PPG Place

The MassMutual Pittsburgh Ice Rink is open until midnight on Light Up Night®.

4:45 – 5:00 p.m. **Robert Morris University Island Sports Figure Skating** - Kick off the holiday season with an onice interpretation of Polar Express.

5:00 – 5:30 p.m. **East End Kids** - This talented group kicks off the evening's festivities with a dazzling performance. 5:30 - 6:00 p.m. **American Cancer Society's Tribute of Light/Plaza Tree Lighting** - The Plaza will glow as more than 300 people carry hand-held Tribute of Light memorials, dedicated to someone touched by cancer. The ceremony culminates with the lighting of the breathtaking 65-foot Plaza Christmas tree. All proceeds benefit The American Cancer Society.

About the Pittsburgh Downtown Partnership

The Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations and residents who provide energy, vision and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP's strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit <u>www.DowntownPittsburgh.com</u>, follow us on Twitter @downtownpitt and "like" us on Facebook.

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