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For Immediate Release

Gateway Arch Park Foundation announces the Ninth Annual Winterfest, presented by Bank of America and World Wide Technology

The beloved St. Louis holiday tradition returns to Kiener Plaza from November 23 through December 31.

ST. LOUIS, MO (October 28, 2024) — On November 23, Gateway Arch Park Foundation opens the ninth annual Winterfest to guests, transforming Kiener Plaza into an enchanting winter spectacle against the backdrop of the iconic Gateway Arch. This beloved holiday season celebration promises a magical experience for visitors of all ages in the heart of Downtown St. Louis.

Winterfest takes place from November 23 through December 31. Operating hours include Fridays from 4 to 8 p.m. and Saturdays and Sundays from noon until 8 p.m. Winterfest will be closed on December 24 and 25 and reopen with extended hours from December 26 to December 31, with daily operations from noon to 8 p.m.

The Winterfest village is growing this year with St. Louis' newest holiday popup: [The Lodge at Winterfest](#). Guests can enjoy a specially curated menu that offers seasonal cocktails and warm drinks, games, portrait opportunities, and winter-themed small bites provided by UKRAFT Brunch Café. The ticketed experience will be located just across 7th street from the Kiener Plaza at 701 Market St. Tickets are \$25 per person and include a complimentary drink, with proceeds supporting the mission of Gateway Arch Park Foundation, including future free community events like Winterfest.

Guests will be excited for the return of Winterfest's most popular attractions as well:

- **Chef Juwan Rice returns to Winterfest Cafe:** After serving up delicious eats and treats at Winterfest in 2021 and 2022, downtown-favorite chef and entrepreneur Chef Juwan Rice makes his return to the Winterfest Café. Rice has a long list of accolades including his restaurant Rated Test Kitchen, catering company JR's Gourmet, spice brand JRice Spice, and his newly established Umoja Food Group.
- **Ice Skating:** The centerpiece of Winterfest, the ice rink, will be open Fridays from 4-8 p.m. and Saturdays and Sundays from 12-8 p.m. Adult skate rentals are \$15, while children's rentals (ages 3 to 15) are \$10. Kids receive free rentals on Fridays thanks to the St. Louis Blues. Visitors are welcome to bring their own skates and enjoy the rink for free.

- **Igloo Village:** Guests can reserve private, heated igloos for a cozy Winterfest experience. Each igloo accommodates up to four people and includes comfortable seating, signature beverages, and ice skate rentals. Reservations are available for \$200 per session with upgrade packages available based upon your celebration.
- **S'mores Stations:** Winterfest Campfire Kits include everything you need to make four s'mores, as well as access to a marshmallow toasting fire pit for \$20. Vegan kits are available upon request.

Stop by Winterfest throughout the six-weekend celebration for festive activities:

- **Opening Day and Ameren Missouri Festival of Lights, November 23:** Winterfest opens with a day filled with festive activities. The celebration kicks off with the **fourth annual Winterfest 5K** at 7:30 a.m., offering a scenic route through Kiener Plaza, past the Old Courthouse, and through Gateway Arch National Park, along with a 1-mile Fun Walk/Run option. Guests can enjoy **free skating** from 8 a.m. to 8 p.m., courtesy Ameren Missouri. The day culminates with the **Ameren Missouri Festival of Lights** at 5 p.m., with talent performances and vendor booths and the ceremony to switch on the Salvation Army Tree of Lights, scheduled for 5:40 p.m.
- **December 1, 8, 15 & 22:** Experience the thrill of meeting your favorite **princesses and superheroes** live! Snap magical on-the-ice photos from noon until 1 p.m., or catch them at "The Lodge at Winterfest" from 1 to 1:30 p.m.
- **December 6 & 31:** Enjoy **Carol-oke** with your friends and family and sing your favorite holiday songs.
- **December 31:** Celebrate with the **New Year's Eve 'Neon Nights' Celebration**, made possible with support from Greater St. Louis Inc., featuring a vibrant DJ performance with a mix of music throughout the evening, a MegaLux Photo 360 Booth for capturing memorable moments, and princess and superhero Visits for an enchanting experience. From 6 to 8 p.m., mesmerizing fire dancers will light up the night, followed by a spectacular fireworks display at 8 p.m., offering stunning views of the Arch. Additionally, party favors such as 3-D glasses and glow products will be distributed while supplies last.

For a full list of events, parking information, and to reserve your igloo, visit archpark.org/winterfest.

Winterfest is produced by Gateway Arch Park Foundation and made possible by sponsors and private donations.

"Last year more than 65,000 visitors came to celebrate the holidays with us in the heart of Downtown St. Louis," said Ryan McClure, executive director at Gateway Arch Park Foundation. "This demonstrates a key part of our mission—bringing free, family-friendly programming to the Arch grounds and surrounding areas like Kiener Plaza—and also, the event's growth shows what we already know: Winterfest is now a St. Louis tradition."

"It's exciting to see thousands of residents and visitors gathering together in Downtown for Winterfest, creating magic on Market Street," remarked Katie Fischer, Bank of America St. Louis market executive. "We take great pride in sponsoring this iconic holiday event for another year and eagerly anticipate seeing Kiener Plaza come alive with families, friends, and festive cheer right in our front yard with the backdrop of the Gateway Arch."

"St. Louis is our home, and it's important to us to invest in Downtown and give our employees opportunities to create family memories at events like Winterfest. This is why World Wide Technology is honored to partner with

Gateway Arch Park Foundation for the fifth year in a row," stated Bob Ferrell, EVP, global human resources and DEI, at World Wide Technology. "With a plethora of enjoyable activities for all ages and delightful food and beverages, Winterfest is truly an event not to be missed!"

"At Ameren, our mission extends beyond powering homes and businesses; we strive to empower the community," said Mark Birk, chairman and president of Ameren Missouri. "This commitment is why we are proud to participate in Winterfest and be the title sponsor for the Ameren Missouri Festival of Lights, which marks the beginning of the holiday season with the lighting of the Salvation Army Tree of Lights."

"What a joy it is seeing Kiener Plaza come to life in the middle of winter! This is one of our favorite new traditions Downtown," said Kurt Weigle, Greater St. Louis, Inc. Chief Downtown Officer. "We are proud to partner with the Foundation for another year to support the New Year's Eve 'Neon Nights' Celebration and Fireworks. It's an unforgettable conclusion to six weekends of seeing thousands of families skating, eating s'mores, and creating lasting memories in the heart of our city."

Parking for Winterfest is available at the Kiener Plaza East (500 Pine St.) and West (604 Pine St.) Garages, starting at \$8 for up to 12 hours. [View on map](#). During Cardinals baseball games or other Downtown events, event rates may apply. Downtown metered and surface lot parking is also available on a first-come, first-served basis. Gateway Arch Park Foundation members at the Supporter level and above receive 10 free parks for Kiener East Parking Garage, and discounted parking in Kiener East thereafter, with no blackout dates! [Become a member today](#).

More information about Winterfest can be found online at www.archpark.org/winterfest.

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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/1Tmm7KP4Ok7INjuuUaRZD0HzOdvGF47xF?usp=drive_link