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## **New Year's Eve Live to Usher Houston into 2012**

*Houston's Official Celebration Returns to Downtown with Live Music,  
Illuminated Parade, Fireworks and More!*

Houston, TX (November 14, 2011) The biggest New Year's Eve celebration in the Lone Star State returns to downtown Houston with a revamped lineup of fun, funky Houston-centric entertainment. New Year's Eve Live, formally Gloworama, will feature live music, an illuminated parade, state-of-the-art 3-D light show, fireworks and much more. The free, family-friendly event will take place on December 31 from 7 p.m. – 12:15 a.m. in and around Discovery Green and George R. Brown Convention Center.

"For New Year's Eve Live, we've taken the highlights from last year's Gloworama and added several exciting new features to create a unique citywide celebration that's truly representative of Houston's diverse, creative and fun-loving community," said Angie Bertinot, director of marketing and communications for Downtown District. "An extended parade route, bigger fireworks display, and food and beverage stands are among the many new additions that are guaranteed to make the 2012 event enjoyable for all ages."

The 2012 celebration will bring several temporary additions to Discovery Green, including a large headliner stage on the Great Lawn located in the middle of the park and a beer and bubbles garden for attendees 21 years of age and older. In addition, the St. Joseph Medical Center's Ice at Discovery Green will remain open for skaters.

With an expanded parade route this year, event-goers will marvel at the fleet of glowing cars, people, floats and contraptions as they take over Avenida de las Americas and circle through Discovery Green along the Bill and Andrea White Promenade. Beginning at 11:30 p.m., the highly anticipated 3-D light show returns to usher attendees into 2012. As crowds ring in the New Year, New Year's Eve Live will culminate with a grand finale fireworks show presented by Pyrotecnico which also produces Houston's Freedom Over Texas fireworks extravaganza. Attendees will watch in awe as fireworks shoot from the roof of the George R. Brown Convention Center for the first time in downtown Houston.

"We encourage all Houstonians to come out and be a part of this truly amazing event," said Dawn Ullrich, president and chief executive officer of Houston First Corporation, which is producing the celebration. "Between the entertaining illuminated parade and unbeatable 3-D Light Show and fireworks display, New Year's Eve Live promises to be the best New Year's Eve celebration Houston has ever seen."

New Year's Eve Live will offer Houstonians a great, memorable alternative to traditional New Year's Eve revelry. Those who cannot make it to the event can catch Texas' only live broadcasted countdown on ABC 13 from 11:05p.m. – 12:15 a.m.

The New Year's Eve Live Programming Committee is currently finalizing an impressive lineup of live performers. To stay apprised of the latest news and updates, please visit [www.newyarsevelive.com](http://www.newyarsevelive.com) and stay connected at [www.facebook.com/newyarsevelive](http://www.facebook.com/newyarsevelive).

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**About New Year's Eve Live**

New Year's Eve Live (formerly Gloworama New Year's Eve), is Houston's newest signature event. New Year's Eve Live offers a fun and funky community celebration full of family-friendly activities, including live entertainment, an illuminated parade, spectacular 3-D light show and fireworks display. The free event is open to the public and will take place in and around Discovery Green and George R. Brown Convention Center on December 31, from 7 p.m. to 12:15 a.m.

**About Houston First**

Houston First represents the consolidation of the city of Houston Convention & Entertainment Facilities Department and the Houston Convention Center Hotel Corporation. Houston First is responsible for the day-to-day maintenance and operation of more than 10 city-owned buildings and plazas, and underground and surface parking for nearly 7,000 vehicles. Facilities include the George R. Brown Convention Center, Wortham Theater Center, Jones Hall and the Hilton Americas-Houston hotel.