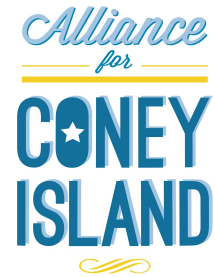


Alliance for Coney Island  
1323 Surf Avenue  
Brooklyn, NY 11224  
AllianceForConeyIsland.org



Media Contact: Cindy Godla  
Events, Marketing and Public Relations Manager  
Cindy@AllianceforConeyIsland.org  
347-476-3384

For Immediate Release:

**Alliance for Coney Island is ready to ring in the New Year with back to back days of fun!**

---

**Coney Island, December 29, 2017** – Whether you're enjoying New Year's Eve with family or friends, a trip to Coney Island is the perfect way to celebrate the end of 2017 and welcome in 2018. For the 4th year in a row, Coney Island is providing New Yorkers and visitors a variety of activities to partake in for the holiday.

On December 31st, Coney Island's world-famous skyline will illuminate with vibrant colors launched from Steeplechase Plaza for a dazzling 10-minute fireworks display.

"The Alliance for Coney Island is thrilled to be partnering with Brooklyn Borough President Eric Adams on the 4th Annual New Year's Eve Celebration. We are happy to ring in the New Year in "The People's Playground" and provide fun free family-friendly activities for the public," said Alexandra Silversmith, Executive Director of the Alliance for Coney Island.

This family friendly event will kick off featuring free admission to the the **B&B Carousell** and **Abe Stark Ice Skating Rink for the first 250 guests** starting at 6PM. At 9PM things will start to heat up with performances by the legendary Coney Island Sideshow as they swallow and dance with fire. Guests can then sing and dance the night away to some of their favorite songs with house band **Priceless** and a DJ to countdown to the New Year.

Unfortunately, due to the low temperature, the Wonder Wheel, Thunderbolt and Stop the Zombies 7D will not be open this year for New Year's Eve for safety concerns.

"Safety is always our top priority in Coney Island. While it's unfortunate the weather has shifted, we're still confident guests can enjoy themselves with the other activities and restaurants that

will be open,” said Cindy Godla, Events, Marketing and Public Relations Manager for the Alliance for Coney Island

In addition to the night time festivities, the New York Aquarium will be open late until 9pm for those wanting to spend time with our ocean friends and El Dorado Auto Skooter will be open for some family friendly competition on bumper cars!

For those looking to grab a bite to eat before the festivities, a variety of eateries and bars will be open on New Year’s Eve and New Year’s Day including **Applebee’s Bar and Grill**, **Nathan’s Famous**, and **Tom’s Coney Island** additionally on New Year’s Day **Ruby’s Bar and Grill** will be open for those looking to enjoy a cold beer before or after their New Year’s Day Plunge. Coney Island will also be hosting a variety of ticketed NYE events at locations like the **Coney Island Brewery**, **Gargiulo’s Restaurant**, **Kitchen 21** and **Coney Island USA** which will include a full evening of entertainment with dinner and dancing.

Presented by Brooklyn Borough President Eric L. Adams and the Alliance for Coney Island with support from Councilman Mark Treyger, State Senator Diane Savino, Assemblymember Pamela Harris, NYC & Co, T-Mobile, Investors Bank, and Applebee’s Grill & Bar - There’s no better place to bring in the New Year than on the Coney Island Boardwalk.

But the fun doesn’t stop at Midnight! On January 1st, plunge into the New Year at the **114th Annual Polar Bear New Year’s Day Plunge** by rushing into the Mighty Atlantic with 4,000 other brave souls to help raise funds for the “People’s Playground”.

The Plunge is a free event, however individuals and teams must register to participate and are encouraged to raise funds. Advance registration is encouraged so participants can fundraise for their plunge: <http://www.polarbearclub.org/>. This year’s fundraising goal is \$80,000 which will support a variety of local Coney Island nonprofits including the **Alliance for Coney Island** and **New York Aquarium** as well as other local art and history nonprofits. Walk-up registrants are welcome and are encouraged to arrive early as on-site as registration tents will open at 10 a.m., and the first wave of plungers starts at 1PM sharp.

To plan a trip to Coney Island and stay up-to-date on all Coney happenings, make sure to visit **ConeyIslandFunGuide.com**, sign up for our weekly newsletter and follow us on Facebook, Twitter and Instagram, **@ConeyIslandFun**.

### **Alliance for Coney Island**

The not-for-profit Alliance for Coney Island, Inc. is a private-public partnership dedicated to continuing the year-round revitalization of Coney Island. The Alliance represents local

businesses, nonprofits, and the community, with support from the New York City Council, the Brooklyn Borough President and New York City Economic Development Corporation. More info at [www.AllianceforConeyIsland.org](http://www.AllianceforConeyIsland.org).

###