

**SPN (FULL PAGE) - Dec 30**

## New Year's FESTIVAL

FREE INDOOR & OUTDOOR ACTIVITIES & ENTERTAINMENT!

**Saturday December 31 4 p.m. - 8 p.m.**

**Community Centre, Festival Place, Sherwood Park Arena and Sports Centre**

**ENBRIDGE energy zone**

- lego
- petting zoo
- inflatables
- hot chocolate
- indoor snowboarding
- wizard broomstick making
- angry birds
- fireworks art

**CAMBRIAN CORNER**

- face painting
- figure skating show
- indoor skating
- photo booth
- roving entertainers
- wizard wands
- wizard magic
- remote-control bobsled races

**SHERWOODPARKMALL fireworks**  
Broadmoor Lake at 8 p.m.

**free park 'n ride**  
Provided by Strathcona County Transit

**Sunday, January 1 1 p.m. - 4 p.m.**

**Strathcona Wilderness Centre 1 p.m. - 4 p.m.**  
Dress warmly, bring a mug and head to the Strathcona Wilderness Centre for a day of winter fun! Enjoy a blazing campfire, hot chocolate and tasty treats for the whole family.

- Snowshoeing and cross-country skiing
- Toonie ski lessons (1 p.m. Or 3 p.m.)
- Toonie snowshoe ramble (2 p.m.)

Regular tool and equipment rental rates apply. Proceeds from Toonie lessons go to the Food Bank.

**Please note the following traffic impacts:**

- Closure of Festival Way on December 31, 2016 (3 p.m. - 8:30 p.m.) - LOCAL TRAFFIC ONLY
- Closure of Festival Lane and Festival Ave on December 31, 2016 (3 p.m. - 8:30 p.m.)

Scan for all the details!  
[www.strathcona.ca/events](http://www.strathcona.ca/events)

**SPN (1/3 PAGE) - January 3**

## New Year's FESTIVAL

Thank you to all our sponsors and volunteers!

**Presenting Sponsors:** ENBRIDGE, G&J Parking Lot Maintenance LP, CAMBRIAN, SHERWOODPARKMALL, SIGNS ON SITE

**Official Sponsors:** CANAR, Investors Group, Pals Geomatics, danago, Jobbey, SCOTTS, Scott

**Festival Friends:** Citizens on Patrol, Sherwood Park Skating Club, Vicky's Bibo | Wine Bar, Community Partner, Coca-Cola

**All the best in the New Year!** STRATHCONA COUNTY

**Facility TV Screen**

## WINTER SKY SHOW

DECEMBER 31, 2016  
5:45 P.M. - 8 P.M.

AT THE **New Year's FESTIVAL**

Innovative animated shows will be projected onto the Festival Place tower during the New Year's Festival.

[www.strathcona.ca/winterskyshow](http://www.strathcona.ca/winterskyshow)

STRATHCONA COUNTY

**Producer & Presenting Sponsor:** PRODUCTION WORLD

**Official Sponsor:** TRINA HODGES REALTOR

**Presenting Sponsor:** TRINA HODGES REALTOR, SHPK

**Supporting Sponsor:** BROADMOOR AUTO BODY

**11x17 Poster**

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### By the numbers:

- 2 Sherwood Park News ad runs for a total of 64,000 printed copies
- 14 posters at a total of 9 Strathcona County facilities
- TV screen slide posted on all recreation, Community Centre and Transit feeds

### Event Numbers:

- Estimated attendance: **9,000**
- Sleigh Rides: **1,000**
- Number of free hot chocolates provided by Investors Group: **4,400**
- **55** activities and performances
- **3,200** crafts made
- **1,200** s'mores made
- **130** volunteers adding up to **480** volunteer hours
- **2,500** effects in the Sherwood Park Mall fireworks show

### Facebook

**Strathcona County Recreation, Parks and Culture**  
December 22, 2016 · 🌐

We are so excited to present the Winter Sky Show at our New Year's Eve Festival again this year.

Thank you to our sponsors Production World, Trina Hodges Realty, Pasta Pantry & Trattoria, and Broadmoor Auto Body for making this spectacular addition to our event possible.

Learn more here... [See More](#)



Like Comment Share

### Webpage, Facebook & Mobile App:

(Numbers shown gathered from Dec 6 - Jan 5)

- Webpage views: **12,300**
- Facebook impressions: **11,405**
- **228** mobile app downloads
- **116** downloads on Dec.31
- Top viewed event in app:  
**Sherwood Park Mall Fireworks**

### Twitter

**Strathcona County** @StrathcoCounty · 22 Dec 2016  
Winter Sky Show @ NYE is back thnx to: @productionworld @TrinaLuvsRealty @PastaPantry @BroadmoorAuto [ow.ly/nq1s307o9rH](http://ow.ly/nq1s307o9rH) #strathco #shpk

**Strathcona County** @StrathcoCounty · 15 Dec 2016  
#strathco NYE Festival will be magical! Check out all the activities & entertainment in #shpk. Fun for all! [ow.ly/1FyR307aPxx](http://ow.ly/1FyR307aPxx)