



**GATEWAY ARCH PARK
FOUNDATION**

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For Immediate Release

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

A decade of downtown magic continues with expanded programming, new family experiences, and the Greater St. Louis, Inc. Lodge @ Winterfest.

ST. LOUIS, MO (Nov. 10, 2025) — Gateway Arch Park Foundation proudly announces the return of Winterfest, presented by Bank of America and World Wide Technology. From November 22, 2025, through January 11, 2026, Kiener Plaza will once again transform into a winter wonderland. Through partnership and collaboration, Winterfest is bigger and better than ever for its 10th anniversary, with your favorite Winterfest traditions and an exciting schedule of new activities to experience throughout the eight-week season.

New This Year: The Greater St. Louis, Inc. Lodge @ Winterfest

The Foundation is introducing a brand-new destination within the Winterfest footprint: The Greater St. Louis, Inc. Lodge at Winterfest, a 2,178 sq. ft. heated tent with glass windows located next to the rink. The Lodge will serve as a warm and welcoming hub for families to gather and enjoy free new programming throughout the season, including:

- Carol-oke Fridays, to belt out your favorite holiday hits.
- Sophie's Lounge at Winterfest on Saturdays, featuring themed DJ sets and live entertainment in partnership with Kranzberg Arts Foundation.
- Character visits, movies, and game nights on Sundays, where families can meet their favorite characters before enjoying kid-friendly films like Frozen, Inside Out 2, and The Grinch.
- Fashion shows, arts and crafts, and holiday markets.

On opening day, November 22, the lodge will have an all-new Holiday Expo, including:

- Local vendors offering wintry wares and goods
- A cooking demonstration by Butler's Pantry
- A holiday decor demonstration by Personal Touches by Jeanetta
- Gift wrapping demonstration by It's a Wrap (which will also be available on Saturdays throughout the season)
- A holiday drinks demonstration by Pour Decisions STL



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Opening Day: Saturday, November 22

Winterfest kicks off with a full day of celebration, beginning at 7:30 a.m. with the Winterfest 5K, a scenic race that winds through Kiener Plaza, past the Old Courthouse, and around Gateway Arch National Park. Runners can also enjoy a 1-mile Fun Walk/Run option, making it the perfect start to a festive weekend. The Winterfest ice rink opens at 8 a.m. with free skating all day, courtesy of Ameren.

Make sure to catch Celebrate St. Louis' 41st Annual Thanks-For-Giving Parade, which will end at Kiener Plaza this year, with floats and performers stopping along the Winterfest grounds at 4 p.m. Guests can meet live reindeer and enjoy performances leading up to the Ameren Missouri Festival of Lights at 5:30 p.m. The lighting of the Salvation Army Tree of Lights and a spectacular fireworks finale will cap off the evening.

What Else is New:

- **New Themed Igloos in the Igloo Village:** Reserve private, heated igloos for up to six guests, with customizable new themes like Grinch, Winter Wonderland, and Candyland
- **A New Food Vendor in the Winterfest Café:** Local favorite Ed's Food Shop takes over the kitchen with fries, chicken strips, and other St. Louis comfort food classics.
- **Crumbl Cookies:** Through a new partnership with Crumbl, purchase Winterfest-exclusive flavors throughout the season, including the "Archie Frost Sugar Cookie" and a weekly mystery flavor.
- **More Twinkling Lights than Ever Before**
- **New Photo Opportunities throughout Winterfest**

Returning Favorites:

- **Winterfest Ice Rink:** Skate under the Arch Fridays 4–8 p.m. and Saturdays/Sundays noon–8 p.m. (Kids skate free on Fridays thanks to the St. Louis Blues.)
- **S'mores Stations:** Toast marshmallows by the fire with Winterfest Campfire Kits (\$20; vegan options available).
- **Holiday Libations in the Winterfest Café:** Pour Decisions returns to serve up boozy and non-alcoholic favorites.
- **New Year's Eve "Neon Nights" Celebration (Dec. 31), made possible with support from Greater St. Louis, Inc.:** Family-friendly fun featuring a live performance from Just in Time from 6-8pm, a DJ, princess and superhero visits, fire dancers, and fireworks at 8 p.m.

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

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

"Winterfest advances our mission to activate and sustain the Gateway Arch grounds and surrounding public spaces as places for the community to gather and connect," said Ryan McClure, Executive Director of



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Gateway Arch Park Foundation. "For ten years, families have gathered downtown to make lasting memories. The new Greater St. Louis, Inc. Lodge @ Winterfest and expanded free programming make this anniversary season the most exciting yet."

"Winterfest brings the magic of the holiday season to downtown," said Katie Fischer, St. Louis Market Executive at Bank of America. "We're proud to continue supporting this beloved celebration that attracts visitors, connects friends and families and strengthens our community."

"Winterfest has become a defining St. Louis tradition," stated Nicole Tate, SVP, Enterprise Business Development & Client Enablement at World Wide Technology. "We are thrilled to help the Foundation make this milestone season one to remember."

"Winterfest represents the power of community partnerships that make Downtown St. Louis shine brighter each holiday season," said Gwen Mizell, Senior Vice President, and Chief Sustainability Officer of Ameren Corp. "Ameren Missouri is proud to continue supporting this event through the Festival of Lights and free skating opportunities that bring families together in the heart of our great city."

"Winterfest adds to the growing momentum of Downtown St. Louis as a place where people gather, celebrate, and create lasting traditions," said Kurt Weigle, Greater St. Louis, Inc. Chief Downtown Officer. "Supporting the New Year's Eve celebration and the new Greater St. Louis, Inc. Lodge at Winterfest reflects our commitment to a vibrant, active downtown throughout the year."

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](#). 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/1hx99liMQstlXmbowYn9L572jUZ_2YK9O?usp=sharing