

Loveland's Fire & Ice Festival Mixes Fire, Ice and Entertainment for Colorado's Largest Valentine's Day Celebration Feb. 10 – 12

New Brewing & Distilling Arts section, mobile app with gamification and earlier Sunday night fireworks announced for 2017

LOVELAND, Colo. – Jan. 3, 2017 – The nation's Sweetheart City, Loveland, Colo., is home to the Loveland Fire & Ice Festival, an epic Valentine's Day weekend celebration unlike any other in the nation. Held Friday, Feb. 10 through Sunday, Feb. 12, the heart of downtown comes alive for three full nights and two full days of family fun, featuring an explosive firework show with music and lights, ice sculpting, fire performances and more. The magic of Valentine's Day is in Loveland.

Presented by Visit Loveland Colorado and Blazen Illuminations, the Loveland Fire & Ice Festival draws more than 36,000 attendees from across Colorado and beyond to the Sweetheart City for a festive way to celebrate valentines season. In its third year, festival organizers are working to finalize plans to make the festival bigger and better than previous years.



New in 2017

- **Brewing and Distilling Arts:** Loveland is well known for its immersive craft-brewing scene. This year, local craft breweries and distilleries will gather at the festival's ice bar for a weekend of ice cold brews and crafty cocktails to celebrate Valentine's Day. Experience Loveland's thriving craft beer with Grimm Brothers Brewing, Loveland Aleworks, Crow Hop, Big Beaver Brewing and more to get a taste of flavorful seasonals and local favorites. In addition to craft beer, local distillers will be showing off signature libations and custom cocktails. Additional details and ticket prices will be announced soon.
- **Loveland Fire and Ice Festival Mobile Application:** The Loveland Fire and Ice festival is going "green" by converting maps and voting into an easy-to-use mobile application for event goers. In addition, the Blazen Illuminations team is bringing its national, award-winning entertainment experience by introducing gamification within the mobile app. Attendees can login and access several layers of challenges to complete at the festival. A real-time leaderboard within the app shows overall standings for fun, friendly competition. In addition, the mobile app allows attendees to discover event attractions, get up-to-the-minute schedules, navigate the festival and participate in the "People's Choice" ice sculpting award by voting for their favorite ice sculpture.
- **Differing Start Times for Nightly Fireworks:** As a family-friendly event, the powerful and entertaining fireworks show on Sunday night will be at 7 p.m., offering an earlier time for families to celebrate.

"Our goal is to continue to provide a quality experience for people as they converge in Loveland to celebrate love, life and the arts in all different forms," said Nate Webb, owner of Blazen Illuminations, event organizer for the festival. "Downtown Loveland provides the perfect backdrop for this festival and celebrates the heart of Loveland for its signature holiday, Valentine's Day. Get ready – this event will be a year to remember."

The weekend kicks off at 5 p.m. Friday, Feb. 10. In addition to new features for 2017, festival attendees can experience:

- Live, free music and performances throughout the event
- Ice gallery: come watch and meet nationally renowned ice sculpting teams. Once complete, see the ice masterpieces lit up with colorful, festive lights. Be sure to vote for your favorite ice sculpture for the "People's Choice" award using the new mobile application.
- The Family Fair – a mini carnival with a carousel, games and more
- Our Heroes Vehicle Showcase featuring a collection of vintage firetrucks and first responder vehicles
- Romantic carriage rides
- The Marketplace – a place to experience artisan businesses and shop local with Tutoring Club of Loveland, Marvin Windows & Doors by Casey, Champion Windows, Loveland Classical Schools, Cutco Cutlery, Renewal by Anderson and more.
- A Food Truck Food Court – a place to refuel and recharge with a unique variety food options like Liquid N2 Ice Cream, Pizza Casbah, Sweet & Salty Kettle Corn, Bigs Meat Wagon, Heaven's Popcorn, Corner Store, Pierogies Factory, The Human Bean, Loveland Vending and more.

Loveland's Fire & Ice Festival brings Colorado's best talent together to produce a show stopping light show and special effects display. Blazen Illuminations has been a major player in many Colorado productions including the Denver City and County building Christmas display, Union Station's year-round lighting and more. Blazen has partnered with Angel Light Pyrotechnics for the event. Angel Light provides classic fireworks shows for the City of Loveland's Fourth of July, Larimer County Fair and more.

The event is free and open to the public. Learn more at LovelandFireAndIce.com.

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