Publicity Contacts:
Ellen Martin, Executive Director, First Night Monterey
831-373-4778 office
ellen@firstnightmonterey.org
www.firstnightmonterey.org

Wendy Brickman 831-594-1500 cell <a href="mailto:brickman@brickmanmarketing.com">brickman@brickmanmarketing.com</a>

# First Night Monterey 2025 on New Year's Eve, Tuesday, December 31, 2024, with 9 Hours of Creative Interactive Activities, Live Music and Dance with Outstanding Entertainment For The Whole Family

May 2024. Monterey, CA. Save the Date for one of the "Top 10 Things to Do on New Year's Eve" on the Central Coast! Don't miss a fantastic New Year's Eve interactive celebration at **First Night Monterey 2025** in beautiful Downtown Monterey, entertaining for all ages. Join in the fun of the Twilight Procession, make a New Year's colorful Celebration Hat, and dance the night away at over 50+ performances at various venues in Downtown Monterey. Enjoy a great array of top entertainment to choose from during First Night Monterey as it turns age 32!

Save the Date and Ring in the New Year on Tuesday, December 31, 2024 with an unforgettable celebration in Monterey, CA that attracts people from around the world. The multi-award-winning annual **First Night Monterey 2025** is a very special family-friendly New Year's Eve celebration.

"The City of Monterey offers a unique and memorable destination for New Year's Eve," said Ellen Martin, Executive Director of First Night Monterey. "Through the arts, we have the opportunity to reflect on the past and celebrate the future. First Night Monterey showcases a diverse array of live performances and cultural experiences for the entire family. From jazz to rock, Celtic to country, bluegrass to amazing dance performances, there is something for everyone across various venues and interactive art activities."

Here's what's planned for this year's event which runs from 3 pm to Midnight on Tuesday, December 31<sup>st</sup> from 3:00 pm to Midnight:

### Kids' Night Out! 3:00-5:00pm

Kids' Night Out provides great fun for all ages, featuring activities like hat-making and the popular bubble stomp. Attendees can also enjoy face painting, the energetic performances of Taiko drummers, and the captivating Aztec dancers. On Colton Lawn and Pacific Street

### Twilight Procession 5:30 pm

Join the Twilight Procession and experience the lights, magic, and joy of First Night as we welcome the New Year. This Mardi Gras-style walking parade begins at Franklin and Alvarado Streets in Downtown Monterey, proceeding along Alvarado Street to Pearl Street. The procession features bands, dance groups, large-scale movable sculptures, puppets, and costumed participants, incorporating elements of height, sound, lights, and glow-in-the-dark materials. The Twilight Procession also serves as the finale for Kids' Night Out.

Participants can enjoy Art Cars, photo ops at murals perfect for selfies, and the Resolution Sculpture, among other artful installations.

If you or your group would like to be part of The Twilight Procession, there is a form to complete on the website, www.FirstNightMonterey.org.

### **Exceptional Live Entertainment:**

First Night Monterey features an impressive line-up of live entertainment, culminating in two Grand Finales. Featured performers will lead the audience into the New Year with a midnight countdown, and there may be surprise guest appearances adding to the excitement.

This year, attendees can choose between two indoor finales at the featuring the Coffis Brothers at Golden State Theatre and in the Latin Jazz Collective with John Nava and 14 musicians in Serra Ballroom at the Monterey Conference Center. Finale Tickets, available after 8pm at the Plaza Kiosk, are free for button-holders. Attendees can anticipate a delightful and unforgettable New Year's Eve, whether they choose to dance or simply relax and enjoy the music.

### **FREE PARK AND RIDE!**

Park at Del Monte Center by the MST transit stop (in back of Macy's) and be picked up by MST bus to take attendees downtown, even with strollers. 3:00pm to 1:00am. A great way to get free parking and also be driven to downtown by MST! You can also ride the bus for free and get to First Night with your First Night Monterey Button. All the details can be found on www.firstnightmonterey.org.

### **About First Night Monterey 2025 Buttons**

First Night Monterey tickets are actually a colorful button which are on sale online and in all Monterey County Safeway Stores, Albertson in Monterey and The Grove Market in Pacific Grove. They are also online at <a href="https://www.firstnightmonterey.org">www.firstnightmonterey.org</a> and at the NYE Celebration.

# FIRST NIGHT MONTEREY ADMISSION BUTTONS GIVE ATTENDEES:

From 3pm to midnight, multiple venues with 50+ Performances

6 Interactive Art Stations

**Twilight Procession** 

Countdown-to-Midnight with two Grand Finale Performances!

9 Hours of fabulous Art, Music and New Year's fun!

## **More About First Night Monterey**

The mission of First Night Monterey is to unite families and strengthen community bonds through the arts. As a nonprofit 501(c)(3) arts organization, First Night Monterey is dedicated to presenting affordable, accessible, and alcohol-free programs. These initiatives enhance public appreciation of the arts, engage entire families, and foster a more caring community through shared cultural experiences.

First Night is a North American artistic and cultural celebration held on New Year's Eve, running from the afternoon until midnight. While some cities host all events outdoors, others utilize indoor venues such as churches and theaters. Celebrated on the last night of the year, First Night highlights local culture, featuring music, dance, comedy, and art both indoors and outdoors.

Founded in 1992 by Paulette Lynch and her husband Ken Peterson, along with a group of local artists and residents, First Night Monterey offered a creative alternative to traditional New Year's Eve festivities. Paulette, inspired by the First Night model from the Boston area, introduced the concept to Monterey. The inaugural event, First Night Monterey 1993, held on December 31, 1992, garnered awards and widespread acclaim. The City of Monterey appointed First Night as a signature event.

# Stay overnight! There are many large and small hotels in

**Downtown Monterey**: <a href="https://www.oldmonterey.org/directory/lodging/hotels">https://www.oldmonterey.org/directory/lodging/hotels</a> including many others throughout the area listed here: <a href="https://www.seemonterey.com/hotels/hotels/">https://www.seemonterey.com/hotels/hotels/</a>.

First Night has an array of food vendors on Alvarado featuring assortment of great food to grab and go. There is also a wide array of **nearby restaurants** in Downtown Monterey as well as at the nearby Old Fisherman's Wharf. For more details, check out <a href="https://www.oldmonterey.org/directory/food">https://www.oldmonterey.org/directory/food</a> and drink/dining.

First Night Monterey is supported annually by many outstanding sponsors including The City of Monterey, the Arts Council for Monterey County, thanks to support from the Monterey County Board of Supervisors, MST, Monterey Peninsula Foundation, The Monterey County Weekly, Montage Health, Harden Foundation and many individual donors.

For more information: www.firstnightmonterey.org or call 831-373-4778.