



## RED, WHITE & BOOM! ANNOUNCES 4-DAY PATRIOTIC TELEVISION EVENT

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**COLUMBUS, OH** – The Board of Directors for **Red, White & BOOM!**, the 501c3 non-profit supported by NBC4 (WCMH-TV), G&J Pepsi, WNCI and Encova Insurance announced today that it will continue the commemoration of patriotism and family fun with a 4-night televised event, instead of hosting the traditional downtown celebration. This year, due to the impact of Covid-19 and a continued effort to stop it's spread **Red, White & BOOM!** will not host the region's largest party, where 450,000 spectators traditionally have gathered, nor host the Midwest's largest firework show. This summer, **Red, White & BOOM!** will become a multi-day television and digital event looking back over the years of the tradition of parades honoring veterans and the largest fireworks show in the Midwest!

The 4-night television campaign will air from Wednesday, July 1st – Saturday, July 4th on NBC4. Each show will have a different theme highlighting the best stories of Central Ohio's annual celebration. The first of these will feature the stories of local veterans inducted into the Ford Oval of Honor. Plus, throughout the 4 nights **Red, White & BOOM!** will show the best fireworks shows over the course of its amazing history. The **Red, White & BOOM!** Board of Directors is also working to identify possible on-site activations where Ohioans can come together safely while respecting local, state, and federal guidelines in July.



"We planned that this years **Red, White & BOOM!** would be the best yet," said Ken Freedman, VP & General Manager of NBC4, "however, as we have all changed our lives in the era of Covid-19, so too has RW&B! adapted to a new reality. Instead of a huge party on the Scioto Mile, NBC4 and our partners plan a multi-day TV, Digital and Social media event. With 39 years of archived video and stories, we promise a fascinating and exciting look at "**Red, White and Boom!**" over the years that will end with a blast!"



"G&J Pepsi is excited about the 4-night television campaign," said Rick Kaplan, VP of Marketing for G&J Pepsi, "It's a great way to celebrate the amazing decades of **Red, White & BOOM!** together while respecting social distancing and keeping everyone safe,"



"It has been an honor for WNCI to partner with WCMH, Pepsi & Encova to help plan & execute **Red, White & BOOM!**" said Rob O'Boyle, VP of Sales of iHeart Media. "We are excited for the opportunity, under these unique circumstances, to bring Central Ohio together and celebrate our independence and the great city of Columbus!"



"This has always been such a spectacular annual event for our city," **Red, White & BOOM!** Board Member and Encova Senior Vice President of Field Operations and Sales Austin Slattery said. "We are disappointed we can't put this show on in person. As this decision was difficult, we know it was the right one to help ensure the health of central Ohioans. This four-day televised event will showcase not only our rich history,

### ABOUT RED WHITE AND BOOM (RW&B)

**Red, White & BOOM!** is a nonprofit 501 (c) 3 organization, 92% privately funded with a volunteer board of directors. It is the largest Independence Day celebration in the Midwest attracting more than 400,000 people annually to downtown Columbus. NBC4 (WCMH-TV), G&J Pepsi, WNCI and Encova Insurance work diligently to keep the spirit and tradition of **Red, White and BOOM!** alive for current and future generations.