SHINY! ATLANTIC CITY, NJ'S SPECTACULAR 3D LIGHT & SOUND SHOWS HAVE ATTRACTED OVER 600,000 VISITORS SINCE THEIR DEBUT IN JULY 2012

"Winter Sweet" Returns to Boardwalk Hall November 24 Bringing Light And Magic to Atlantic City Visitors

Click-to-Tweet: 600,000 visitors have seen AC's 3D light & sound shows! Preview here http://ctt.ec/_w9M3+

ATLANTIC CITY, NJ (NOVEMBER 5, 2014) — Since its 2012 launch, 600,000 spectators have been wowed by Atlantic City, NJ's spectacular 3D light and sound shows. This fall, these shows (free and open to the public) will continue to fascinate visitors strolling along the Boardwalk with a new schedule of show times for November plus the return of holiday-themed "Winter Sweet" on November 24.

The sophisticated, family-friendly spectaculars boast unique musical compositions and thunderous special effects: the building's façade appears to realistically crumble at one point complete with surround-sound crashing noises; in another scene, the massive historic structure appears to propel forward in a time warp to another epoch. Every day at dusk, the edifice of historic Boardwalk Hall comes alive with dream-like fairy tales, contagious foot-tapping rhythms, lively tributes, and enchanting and festive themed worlds.

Since launching just over two years ago, the shows, created by Moment Factory, have received global acclaim. The library of 3D light and sound shows was named one of the "5 Spectacular Light Shows Around The World" by leading travel news online magazine, TravelPulse.com. Furthermore, Apple recognized the studio's impressive work in "Duality," the first show they created for Atlantic City, and presented them as a pioneer and innovative personality on Apple.com.

"Winter Sweet" returns just in time for holiday festivities in Atlantic City. Beginning Monday, November 24 at 6 p.m. the façade of Boardwalk Hall turns into a wintry magical candy wonderland brightly lit by the glow of candles and elegant ornaments. The show celebrates the wonders of winter while showcasing the visual beauty and elegance of the season. It is shown nightly in November every half hour from 6 p.m. to 9 p.m. Sundays through Thursdays and from 6 p.m. to 10 p.m. Fridays and Saturdays. During the month of December "Winter Sweet" is shown nightly every half hour from 5:30 p.m. to 8:30 p.m. Sundays through Thursdays and from 5:30 p.m. to 9:30 p.m. Fridays and Saturdays.

The four shows include:

- **"Winter Sweet"** features three magical worlds, each one capturing the enchanting season and heartwarming, memorable moments of winter. *("Winter Sweet" will begin showing November 24)*
- **"AC Dreamin"** presents live-action footage to take viewers on a magical fairy tale, including visits to a mysterious train station, a luxurious hotel, a crazy theme park, a surreal lighthouse, a dreamy underwater world, and the fantastic Boardwalk at night.
- **"Duality"** is a vibrant, 8 1/2-minute production which incorporates surround sound, theatrical lighting, and architectural video-mapping technologies to bring to life a story about the personality of Atlantic City.

- **"Boardwalk Beat"** takes visitors on a journey through eight decades of musical history in Atlantic City, from 1920s Rag Time, through 1980s Pop and 1990s Hard Rock**.**

Show schedule

The following is the schedule with dates and times for the month of November. The exact start and end times also depend on the schedule of shows inside Boardwalk Hall. The schedule is subject to change without notice. For more information check DoAtlanticCity.com.

November Schedule

Sundays – Thursdays – Shows alternate every half hour from 6:00 to 9:00 p.m.
Fridays & Saturdays – Shows alternate every half hour from 6:00 to 10:00 p.m.

(Note: "Boardwalk Beat" plays on the half hour. "Duality" and "AC Dreamin'" rotate on the hour. Beginning Monday, November 24 "Winter Sweet" will be the only show playing every half hour. All other shows will resume at a later date next year.)

December Schedule

Sundays – Thursdays – 5:30 to 8:30 p.m.
Fridays & Saturdays – 5:30 to 9:30 p.m.
Monday, December 29 & Tuesday, December 30 – 6:00 to 9:00 p.m.
Wednesday, December 31 – 6:00 to 10:00 p.m.

About Moment Factory

Moment Factory is a Montreal-based new media and entertainment studio. Since 2001, Moment Factory's multidisciplinary team of artists has created extraordinary multimedia environments and groundbreaking interactive experiences for live shows, public spaces, events, brands and cultural institutions. Moment Factory has completed more than 300 projects for clients like Cirque du Soleil, Jay-Z, Disney, Céline Dion, Microsoft and for Madonna's MDNA world tour.

About Atlantic City

From sandals to stilettos and foie gras to funnel cakes, Atlantic City offers something for everyone. Enjoy world-class entertainment, dining, shopping, gaming, relaxing on the beach and strolling the historic Boardwalk in the city created to escape the city. For more information visit www.doatlanticcity.com.

For destination photos and videos please visit www.doatlanticcity.com/mediaonline where dozens of new assets are available for download.

The Atlantic City Alliance was established in 2011 as a private, not-for-profit corporation whose primary mission is to develop and implement a full-scale, broad-based, multi-year marketing program for Atlantic City.

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