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SHREVEPORT-BOSSIER OFFICIALS ANNOUNCE HOLIDAYS ON THE RED

SHREVEPORT-BOSSIER, LA - Shreveport and Bossier city officials, friends of tourism and event organizers gathered today at a press conference emceed by Santa at the American Rose Center to unwrap Holiday cheer in Shreveport-Bossier, Louisiana with “Holidays on the Red.”

The Holidays on the Red campaign is how Visit Shreveport-Bossier *wraps a big bow* around the numerous existing holiday events and brings them more exposure throughout the holiday season. Multiple booths were set up at today’s announcement to showcase a sampling of the upcoming events and holiday treats designed to celebrate “Holidays on the Red.”

“We are very excited to kick-off the holiday season and help to bring more joy to the area,” said Stacy Brown, President and CEO of Visit Shreveport-Bossier. “We encourage families and friends to make plans now to come out and enjoy exciting, signature holiday events in Shreveport-Bossier. From dazzling fireworks at the annual Rockets Over the Red festival, twinkling light displays at Christmas in Roseland and flurries of snow at the Sno-Port exhibit, there are many ways to make the season bright.”

A sampling of events includes:

[Rockets Over the Red Fireworks Festival](#)- Nov. 25, 4 - 7 p.m.

The Rockets Over the Red Fireworks Festival returns to Riverview Park in downtown Shreveport and Louisiana Boardwalk Outlets in Bossier City on Sat., Nov. 25 from 4 - 7 p.m. Attendees can celebrate the Christmas season with free, family-friendly fun that includes live music, activities, food trucks, Santa and more. The evening will culminate with fireworks that can be viewed from both Bossier City and downtown Shreveport.

[BELIEVE! Lights the Night](#)- Thursday, Nov. 24 - Friday, Dec. 23.

BELIEVE! is the ultimate interactive magical Christmas journey held at the Shreveport Aquarium in downtown Shreveport. Receive a magic motion-activated Christmas wand that brings this Christmas adventure to life! Sit with the big guy himself, Santa, for a special photo opp! Tour the beautiful community-decorated Christmas trees, make a holiday craft with one of our jolly elves, and so much more!

[Christmas in Roseland](#)- Friday, Saturday, & Sunday from 5:30-10 PM, Nov. 24-Dec. 17.

Christmas in Roseland is celebrating their 40th year! The beautiful winter wonderland is a family tradition in Ark-La-Tex. This year will be bigger, brighter, and better than ever before. They will have fireworks shows every Saturday in December, Santa is in the garden for photos every night from 6-9 PM, you can ride the Roseland Express mini train, roast marshmallows and make s'mores, and so much more! Christmas in Roseland will be open every night starting Dec. 18-23.

[Sno-Port](#)- Friday, Nov, 25, 9 a.m. – Sunday, Jan. 28, 2024

Visitors from across the area have engaged in snow-themed, science-based activities housed in an interactive science “playground” known as “Sno-Port” at the Sci-Port Discovery Center since 2019. Sno-Port, redesigned annually, represents the imaginations and creations of local artists, and has become a favorite holiday experience.

Shreveport-Bossier is also part of the Louisiana Holiday Trail of Lights. Since 1992, this trail encompassing Shreveport-Bossier, Minden, Monroe-West Monroe, Natchitoches, Alexandria/Pineville, DeSoto Parish, and Ruston has consistently elevated holiday experiences for both residents and visitors.

With the convenience of short distances between cities, visitors can enjoy a unique and special experience in each location, making this trail perfect for both day trips and week-long excursions. Revel in the brilliance of downtown and neighborhood lights, savor local cuisine, dance at festivals, and shop in all eight festive cities.

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There are many more festive holiday events happening in Shreveport-Bossier City and around the area on the Holiday Trail of Lights! Visit HolidaysOnTheRed.com to see a full list of attractions and events. To learn more about Louisiana's Holiday Trail of Lights, visit www.holidaytrailoflights.com.