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FOR IMMEDIATE RELEASE

**Bubbles & Beats + Downtown OWA Sparks & Sounds activate OWA this New Year's Eve
*Fireworks, bubbles, and live music with a chance to call it an early night...***

(Foley, Alabama) – Inaugural New Year's Eve celebrations set to activate OWA this year include the kid-friendly Bubbles & Beats starting at 2pm followed by Downtown OWA Sparks & Sounds kicking off at 5pm.

Transitions like New Year's and special holidays are wisely celebrated with friends and family. We're stronger together and taking the time to enjoy ourselves is what makes time go by slower in this fast-paced world today, and OWA is all about fun with family and friends.

"After a surprise rainstorm canceled the celebrations planned for the previous year, we knew we had to do something big to ring in 2022. We've filled the day with fun for adults and the young at heart and decided to blast off fireworks well before midnight. That way we can all get started on our New Year's resolutions bright and early the following day," remarked Kristin Hellmich, Director of Marketing/PR for OWA.

Bubbles & Beats is OWA's kid-friendly activation from 2-8pm that day. Children can enjoy an epic bubble party with music by DJ Patrick, free kids' crafts, inflatables, and more. This event is perfect for little ones (and adults, too!) who can't quite make it to midnight. Kids crafts include peel-and-stick New Year's 2022 glasses and noisemaker wands. Quick bites are available from the Taste of OWA food truck parked by Clash eSports Center where the scavenger hunt prize pick-up is also located.

Downtown OWA Sparks & Sounds will run from 5-9pm on the OWA Island. Guests can enjoy free live music from the Miles Flatt Band followed by The Tip Tops, with fireworks show to end the evening at 8:50pm! Mark your calendars for fun and be sure to keep up with OWA on social media for giveaways and more at @VisitOWA.

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About OWA: OWA has become known as a world-class entertainment destination owned and operated by the Poarch Band of Creek Indians. Its authentic design celebrates the destinations rural roots and the area's natural beauty. The name OWA, which translates to "big water" in the Muscogee Creek language, was inspired by the 14-acre lake at the center of this unique development. OWA has the feel of a small Southern town that evolved through time with distinct districts, such as Downtown OWA and The Park at OWA, its amusement park.

OWA's 150-room Marriott TownePlace Suites is open to the public, as well as its 14-acre amusement park. The Park at OWA features more than 20 rides, in-park dining, a brand-new splash pad and a variety of midway games. Enjoy retail and dining amenities admission-free in Downtown OWA. Check VisitOWA.com for full details and the latest events.