

# VULCAN

FOR IMMEDIATE RELEASE

Thursday, June 26, 2014

PARK & MUSEUM

## Vulcan's Thunder on the Mountain Lights Up Birmingham Once More!

**What:** 4<sup>th</sup> of July Fireworks Show

**When:** Friday, July 4<sup>th</sup> 9 p.m. *(Media is invited to attend from 7am to 4pm to see the colossal setup of fireworks!)*  
Thursday, July 3<sup>rd</sup> (SETUP)  
10 a.m. – 6 p.m. *(Media is invited to attend to see the colossal setup of fireworks!)*

**Where:** Vulcan® Park and Museum  
1701 Valley View Drive | Birmingham, AL 35209

**Contact:** Cristina M. Almanza Office: 205.933.1409 x21  
Cell: 256.371.2260 [calmanza@visitvulcan.com](mailto:calmanza@visitvulcan.com)

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Birmingham, AL – Vulcan Park Foundation is once again preparing to present *Vulcan's Thunder on the Mountain* Birmingham's annual 4<sup>th</sup> of July celebration of our nation's independence and the largest show in the State of Alabama. Funded by the public, the city of Birmingham and private organizations, the event is free to view from wherever Vulcan is visible as the fireworks will be launched from Vulcan Park and Museum. Make sure to tune in to the radio stations listed below to listen to the official soundtrack!

### EVENT DETAILS:

Friday, July 4th, 2014 from 9:00 pm – 9:20 p.m.

**FREE FOR EVERYONE**

**Anywhere Vulcan is visible; make sure to tune in to the radio stations listed below to listen to the official soundtrack!**

**PLEASE NOTE: THAT VULCAN PARK AND MUSUEM WILL CLOSE AT 6:00PM NO SPECTATORS WILL BE ALLOWED INSIDE THE PARK OR AT THE ENTRANCE TO VULCAN TRAIL**

*(For best viewing tips visit us online at <http://visitvulcan.com/july-4th-fireworks/> or look in the list below).*

On Friday, July 4 at 9 p.m. the show will begin and last for approximately 20 minutes featuring a wide variety of fantastic firework shells, including some new fireworks items. The show will be choreographed to a musical soundtrack that features a mix of patriotic favorites and popular musical performances. You can tune in to listen to the synchronized music through any of the following radio stations: 104.7 WZZK, 106.9 The Eagle, Easy 97.3, 98.7 Kiss FM, 95.7 Jamz, 107.3 Birmingham Mountain Radio, 1500 AM Juan and 98.3 FM La Jefa.

- For the best viewing experience, make sure you have a clear view of Vulcan! Prime viewing locations include Five Points South, Homewood, Vestavia, Mountain Brook, UAB campus, among others.
- Following the Birmingham Barons game vs. the Tennessee Smokies (start time 6 p.m.) attendees can stay at Regions Field to enjoy the fireworks show accompanied by the official soundtrack.
- Following the free concert Jazz at the Park! attendees can stay at Railroad Park to enjoy the fireworks show accompanied by the official soundtrack.
- 10% of sales at Good People Brewing Company's Taproom on Friday, July 4 from opening – 6 p.m. will be donated to Vulcan Park Foundation.
- Beginning Friday, June 27 Good People Brewing Company will sell raffle tickets for "The Best Seat in the House" to view the Thunder on the Mountain Fireworks Show from their Taproom (114 14th Street South). The raffle drawing will take place on Wednesday, July 3.
- Share your best picture to win great prizes #VulcanFireworks on Facebook Twitter and/or Instagram.
- To donate funding for the fireworks text **VULCAN to 56512** and follow the instructions.
- Media is invited to stop by Vulcan Park and Museum throughout the day to cover the firework show setup. Please contact Cristina Almanza – Director of Marketing and PR at 256.371.2260 for more information.

For more information: <http://visitvulcan.com/july-4th-fireworks/>

## **A VULCAN CELEBRATION WEEKEND!**

Before the fireworks, on July 3 and during the day of July 4, other city wide events will be celebrating our independence as well.

On Thursday July 3 from 6 p.m. to midnight, REV Birmingham & The Five Points South Merchants will be hosting Good People 4th of July Birthday Pub Crawl: *Red, White and Brews* throughout participating restaurants and bars in Five Points South. **Vulcan's mascot "V"** will join the celebration and will be available to take pictures with attendees. We invite you to join the celebration by using the Hashtags: #Vulcaning and #VulcanFireworks

During the day of July 4, come by Vulcan Park and Museum to see the fireworks setup. **PLEASE NOTE THAT VULCAN PARK AND MUSUEM WILL CLOSE AT 6:00PM (For best viewing tips visit us online at <http://visitvulcan.com/july-4th-fireworks/> or look in the list below).**

And then at 6 p.m. one can either attend the Birmingham Baron's game or the free "Jazz in the Park!" concert at the Railroad Park amphitheater. The party will continue throughout several different businesses in Five Points and Downtown.

If not for our corporate and community sponsors then the residents of Birmingham and beyond would not be able to enjoy this highly anticipated celebration of American independence. **To donate funding for the fireworks text VULCAN to 56512 and follow the instructions.** Birmingham's Annual 4th of July Celebration, *Vulcan's Thunder on the Mountain*, brought to you by Vulcan Park Foundation and sponsored by: Dale's Seasoning, the City of Birmingham, Good People Brewing Company, UAB Callahan Eye Hospital 104.7 WZZK, 106.9 The Eagle, Easy 97.3, 98.7 Kiss FM, 95.7 Jamz, 107.3 Birmingham Mountain Radio, 98.3 FM La Jefa, 1500 AM Juan, FOX6 WBRC-TV, Pyro Productions, and through generous corporate and community contributions to Vulcan Park Foundation!

**TUNE IN LIVE AT 9 PM!**



**BROUGHT TO YOU BY:**



## About Vulcan® Park and Museum

Vulcan Park and Museum is a 501©3 organization. All proceeds from ticket purchases will be used to support Vulcan Park and Museum's mission to preserve and promote Vulcan as the symbol for the Birmingham region, advance knowledge and understanding of Birmingham's history and culture, and to encourage exploration of the region.

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### Media Contact:

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