WHDH-TV JOINS WITH BLOOMBERG TELEVISION & BOSTON SYMPHONY ORCHESTRA TO TELEVISE THE 2018 BOSTON POPS FIREWORKS SPECTACULAR ON JULY 4TH
Live Stream Available at Bloomberg.com, BostonGlobe.com, Boston.com, and BostonPopsJuly4th.org

TicToc by Bloomberg (@TicToc), the first and only global news network built for Twitter, will also livestream the event

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June 21, 2018 – WHDH-TV will join Bloomberg Television and the Boston Symphony Orchestra to simulcast the 2018 Boston Pops Fireworks Spectacular presented by Eaton Vance on July 4th beginning at 8:00 PM. One of the country’s largest and oldest public Fourth-of-July events, the entire concert and fireworks display will also be available to live stream at Bloomberg.com, Boston.com, BostonGlobe.com, and BostonPopsJuly4th.org and carried on Bloomberg Radio.

"We have always wanted to showcase the Boston Pops Fireworks Spectacular to as wide an audience as possible," said Al Mayers, Global Head of Bloomberg Television and Radio. "By bringing on WHDH-TV, we are providing viewers with another way to experience this historic and iconic event."

“There is no better way to celebrate July 4th than by watching the Boston Pops perform on the Esplanade. Channel 7 is proud to partner with Bloomberg TV and the BSO to bring this spectacular evening to the people of New England,” said Ed Ansin, Owner/President Sunbeam Television Corporation.

This year’s Boston Pops Fireworks Spectacular, under the direction of Conductor Keith Lockhart, will showcase an all-women guest lineup featuring Emmy award-winning “Fight Song” artist Rachel Platten, Rhiannon Giddens of the Carolina Chocolate Drops, Amy Ray and Emily Saliers of the Indigo Girls, and EGOT winner (Emmy, Grammy, Oscar and Tony awards) Rita Moreno. Held at the Edward A. Hatch Memorial Shell along the banks of the Charles River in Boston, this festive event is one of the biggest annual outdoor concerts in the world typically attracting up to 500,000 people.

The television coverage, which is being produced by Bloomberg Television for the second consecutive year, will be co-hosted by Bloomberg Television’s “Bloomberg Daybreak Americas” co-anchor Alix Steel and Bloomberg Radio’s “Bloomberg Markets” co-anchor Carol Massar. Bloomberg Television’s
“Bloomberg Markets: European Open” co-anchor **Matt Miller** will join the TV coverage and Bloomberg Radio's Janet Wu will report on the event via the digital streaming broadcasts.

TicToc by Bloomberg (@TicToc), the first and only global news network built for Twitter, will also livestream the event. TicToc by Bloomberg delivers an entirely new way to view and engage with a live news event, breaking down the news for the social audience who are simultaneously following the conversations on Twitter. Viewers can watch TicToc by Bloomberg via live.twitter.com/tictoc or by following @tictoc on their Twitter mobile app, and participate in the conversation by Tweeting with #tictocnews.

**FURTHER DETAILS OF 2018 BOSTON POPS FIREWORKS SPECTACULAR, INCLUDING PRESS ACCESS INFO**

On July 4, gates open at 9 a.m. and the Boston Pops Fireworks Spectacular concert begins at 8 p.m., followed by the event’s fireworks display at approximately 10:30 p.m. On July 3, the gates open at 5 p.m. and the performance begins at 8 p.m.; there will be no fireworks on July 3. Concert attendees of the event can ride the MBTA for free after 9:30 p.m. on July 4. Complete details can be found at [bostonpopsjuly4th.org](http://bostonpopsjuly4th.org). For information about how to register for press credentials for the July 3 and 4 performances, as well as info about access to the fireworks barges on July 1 and 2, contact Steve MacDonald at stageaccess@aol.com or 617-817-2111.

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**About WHDH-TV**

WHDH- TV is owned and operated by Sunbeam Television Corporation which also owns WLVI-TV Boston and WSVN-TV in Miami. WHDH, a market leader in the New England area airs 12 ½ hours of local news weekdays.

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**About Eaton Vance**

Eaton Vance is a Boston-based, leading global asset manager whose history dates back to 1924. With offices in North America, Europe, Asia, and Australia, Eaton Vance and its affiliates Parametric Portfolio Associates, Atlanta Capital Management, Calvert Research and Management, and Hexavest offer individuals and institutions a broad array of investment strategies and wealth management solutions. The Company’s long record of providing exemplary service, timely innovation, and attractive returns through a variety of market conditions has made Eaton Vance the investment manager of choice for many of today’s most discerning investors. For more information, visit [eatonvance.com](http://eatonvance.com).

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