



PRESS RELEASE

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LUDINGTON NOMINATED FOR “BEST NEW YEAR’S EVE DROP” BY USA TODAY 10BEST READERS’ CHOICE AWARDS

Voting Opens Nov. 11; Public Can Vote Once Daily through Dec. 9

LUDINGTON, Mich. – Nov. 11, 2024 – For 15 years, Ludington has hosted its [New Year’s Eve Ball Drop](#) – one of the largest in West Michigan and highest attended annual events in Ludington. And now it is receiving national recognition by USA Today’s 10Best Readers' Choice Awards as a nominee for [“Best New Year’s Eve Drop.”](#)

Ludington’s New Year’s Eve Ball Drop is one of [20 ball drops around the United States](#) selected by the USA Today 10Best Readers’ Choice Awards panel for “Best New Year’s Eve Drop,” and the only one in Michigan. This also is Ludington’s third recent recognition by USA Today 10Best Readers’ Choice Awards, which already recognized Ludington as the [Best Historic Small Town](#) and having one of the [Best Beaches in Michigan](#) (Stearns Park Beach) in 2024.

The [Ludington Area Visitors Bureau](#) encourages people to [vote for the Ludington New Year’s Eve Drop](#) daily starting Nov. 11 until the contest ends Monday, Dec. 9 at 11:59 a.m.

“As one of our highest attended annual events, the Pure Ludington New Year’s Eve Ball Drop is a favorite holiday tradition – and one of the biggest ball drops in West Michigan,” said Brandy Miller, executive director of the Ludington Area Convention & Visitors Bureau. “We ask our locals and visitors alike to support Ludington with your vote, in addition to making plans to celebrate with us New Year’s Eve!”

The [USA TODAY 10Best Readers’ Choice Awards](#) highlight top-notch attractions and businesses, providing readers with trusted recommendations. Nominees are chosen by a panel of relevant experts, which include a combination of editors from *USA TODAY*; editors from 10Best.com; expert contributors; and sources for both these media and other Gannett properties.

Voting Details

Individuals 18 years and older may vote [for Ludington](#) once a day until the Dec. 9 deadline. Official voting rules can be found at 10best.usatoday.com/legal/awards/rules; votes cast or received in violation of these official rules will be disregarded and disqualified. Voting closes Dec. 9 at 11:59 a.m. EST. The 10Best Readers' Choice winner will be posted afterward at 10best.usatoday.com/awards.

Ludington New Year’s Eve Ball Drop

[Ludington’s New Year’s Eve Ball Drop](#) has been entertaining guests for 15 years, featuring one of West Michigan’s largest ball drops. This free event begins at 9 p.m. on Ludington Avenue – featuring music, a beer tent with commemorative light-up glasses, a ball dropped at the stroke of midnight, and a large fireworks display over downtown. Other evening elements include warm-up spots around town at stores and restaurants,

Balloon Drop New Year's Eve Party for families at Sandcastles Children's Museum 5 - 8 p.m. (entrance fee), New Year's Eve party at Mason County District Library 8:30 - 11 p.m., an after-party at Timbers Prime starting at 12:30 a.m., and a New Year's Resolution Run 5K Jan. 1. Free safe rides will be on New Year's Eve provided by the Ludington Mass Transit Authority (LMTA) plus local towing and taxi companies. Lodging deals are also available. Find more information at downtownludington.org/nye.

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About the Ludington Area Convention & Visitors Bureau

The [Ludington Area Convention & Visitors Bureau \(LACVB\)](https://pureludington.com) is the official destination marketing organization for Mason County, promoting the region to business and leisure visitors to maximize economic impact. An independent nonprofit organization, the LACVB collaborates with its partners to champion the continuous improvement of the region as a unique and memorable tourism destination. For more information, visit pureludington.com, Facebook.com/PureLudington, Instagram.com/pureludington and Tiktok.com/@pure_ludington.