



PRESS RELEASE

Contact: Kristen Smith; 231.845.0324, kristens@ludington.org

LUDINGTON NOMINATED AGAIN FOR "BEST NEW YEAR'S EVE DROP" BY USA TODAY 10BEST READERS' CHOICE AWARDS FOR CHANCE TO DEFEND 2024 TITLE

Voting Opens Nov. 3; Public Can Vote Once Daily through Dec. 1

LUDINGTON, Mich. – Nov. 3, 2025 – Ludington boasts bragging rights for the "[Best New Year's Eve Drop](#)" in the country by the *USA TODAY 10BEST Readers' Choice Awards*. It now has a chance to defend its title, as it was nominated for Best New Year's Eve Ball Drop again in 2025. Voting starts Nov. 3 at noon EST.

[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 comes in a line of multiple recognitions by USA TODAY 10BEST Readers' Choice Awards, which also recognized Ludington as the [Best Historic Small Town](#) in 2024 (winner) and 2025 (#4) and as home to one of the [Best Beaches in Michigan](#) with Stearns Park Beach in 2024 (#2) and 2025 (#4).

The [Ludington Area Visitors Bureau](#) encourages people to [vote for the Ludington New Year's Eve Drop](#) daily starting Nov. 3 until the contest ends Monday, Dec. 1 at 11:59 a.m. Fans can vote at <https://10best.usatoday.com/awards/ludingtons-new-years-eve-ball-drop-ludington-michigan/>

"Ludington's New Year's Eve Ball Drop continues to rank high on people's lists for the best place to ring in the new year," said Brandy Miller, executive director of the Ludington Area Convention & Visitors Bureau. "People travel here from around the state and beyond as one of the biggest ball drops in West Michigan, and we hope people will make plans to spend their New Year's Eve again with us this year. And don't forget to vote!"

Ludington took home the honor in 2024 of Best New Year's Eve Ball Drop by *USA TODAY 10BEST* against nominations across the country, including the famous Times Square Ball Drop in New York and offbeat drops such as the Idaho Potato Drop, Beach Ball Drop in Panama City Beach, and Pickle Drop in Mount Olive, North Carolina.

Ludington's description as the 2024 winner reads: "Michigan embraces the holiday spirit each year with Ludington's New Year's Eve Ball Drop, an event that takes place on the eastern shore of Lake Michigan. This festival invites Michiganders and visitors alike to kick back and enjoy wine and local craft beer as they marvel at colorful fireworks and a ball drop stage that's clad in thousands of flashing lights."

Voting Details

Individuals 18 years and older may **vote for Ludington**

<https://10best.usatoday.com/awards/ludingtons-new-years-eve-ball-drop-ludington-michigan/> once a

day until the Dec. 1 deadline. Votes cast or received in violation of these official rules will be disregarded and disqualified. Voting closes Dec. 1 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 more than 15 years as 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 www.PureLudington.com/NYE.

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.

####

About the Ludington Area Convention & Visitors Bureau

The [Ludington Area Convention & Visitors Bureau \(LACVB\)](#) 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.

About USA TODAY 10BEST

Since its inception in 1999, 10BEST has empowered readers to live well and travel smart by providing original, unbiased, and experiential content. Welcomed into the USA TODAY family in 2013, and subsequently becoming USA TODAY 10BEST, the brand continues its mission to provide invaluable insights and tips to help readers make the most of their free time, whether it's an evening at home or a once-in-a-lifetime vacation.