

MEDIA RELEASE

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Old Falls Street Announces 2014 Holiday Activities

New 22-Foot Outdoor Christmas Tree and Frozen Party Compliment Annual Activities

Niagara Falls, NY (Nov. 10, 2014) – The annual holiday tree illumination kicks off Old Falls Street, USA's 2014 holiday activities being held throughout the month of December. Adding to the list of annual activities are a brand new 22-foot outdoor LED Christmas tree and a special “Frozen” themed party, on Dec. 20. All events are open to the public.

On Thursday, Dec. 4, Old Falls Street will once again illuminate all three blocks of trees in thousands of white LED lights, beginning at 8 p.m. This third annual nightly winter display includes a brand new Christmas tree complete with a four-foot star, which will be featured on the Conference Center Block. The public is invited to share in the first illumination of the 2014 season as Old Falls Street and area stakeholders officially turn on the lights for the holiday season. Those in attendance will be treated to complimentary hot chocolate before being encouraged to visit other area restaurants that evening.

“Now in our third year, we are happy to add this new Christmas Tree as a focal point of our three-block holiday illumination of trees,” said Global Spectrum’s Ryan Coate, Old Falls Street’s general manager. “We hope that visitors who look forward to Old Falls Street’s seasonal display are impressed with this new feature as we work to create new and meaningful traditions in our Downtown Niagara Falls area.”

On Friday, Dec. 5, Old Falls Street will team up with the NFTA and members of the Downtown Niagara Falls Business Association for the annual Stuff-a-Bus Food Drive, benefitting the Community Missions of the Niagara Frontier. Anyone wishing to donate non-perishable food is asked to bring the items to Old Falls Street’s Conference Center Block where an NFTA bus will be parked, from 9 a.m. to 2 p.m. The collaborative donation with a goal of 5,000 items will be driven to the Community Missions, on Buffalo Avenue, after 2 p.m. Collection boxes are also located at The Conference & Event Center, Park Place Market, the Sheraton At The Falls, the Comfort Inn, Holiday Inn, and the Aquarium of Niagara, for anyone who wishes to make a donation prior to Dec. 5.

Later that evening, Old Falls Street is collaborating with the Culinary Institute of Niagara Falls, located at 28 Old Falls Street, Niagara Falls, to present a Winter Wonderland, featuring the annual indoor life-sized gingerbread house prepared by culinary students, from 4 to 8 p.m. This event is free and open to the public. Guests will also enjoy cookie decorating, letters to Santa, coloring and other arts and crafts activities, children’s games and appearances by Walter Falls, the Old Falls Street mascot; Beaker, the Aquarium of Niagara’s mascot; and the Culinary Institute’s new Gingerbread Man character, all on the first level of the Culinary Institute.

On Saturday, Dec. 6, Old Falls Street will host its 5th Annual Breakfast With Santa, inside The Conference & Event Center Niagara Falls, from 8:30 a.m. to 12 noon. The morning includes a deluxe breakfast buffet, personal visits with Santa Claus, arts and crafts, the viewing of traditional children’s holiday movies, holiday cookie decorating, and photo opportunities. Tickets are \$13 for adults, \$11 for seniors 65 and over, \$10 for children aged four to 12, with complimentary admission for children three and under. Tickets are available at www.Facebook.com/OldFallsStreet.

On Saturday, Dec. 20, Old Falls Street presents its first ever Ultimate Holiday Frozen Meet & Greet Party, from 11 a.m. to 4 p.m. This afternoon activity features brunch, a bounce house, arts and crafts, and a meet and greet with Anna, Elsa, Olaf and Kristoff as well as a

special visit from another princess. Children are encouraged to dress as their favorite character from the film to receive a free sticker set. Individual photo packages with children and all of the characters will be available starting at \$10. Seating is limited to this special event, so guests are encouraged to purchase their tickets in advance at www.Facebook.com/OldFallsStreet. Tickets are \$20 for adults, \$15 for children, with complimentary admission for children aged three and under.

Both the Breakfast With Santa and the Ultimate Holiday Frozen Meet & Greet Party will feature a Giving Tree, where guests are asked to bring donations of new winter hats, scarves, gloves and socks for needy children in Niagara Falls. Each donation will receive a chance at a festive children's holiday gift basket.

Rounding out the holiday season Old Falls Street will once again present a New Year's Eve Kids' Club inside The Conference & Event Center Niagara Falls, on Wednesday, Dec. 31, from 6 to 10 p.m. For a \$5 admission price, guests will enjoy bounce house activities, Old Falls Street's array of Backyard Board Games (giant versions of popular family games), foos ball and table tennis, family-friendly movies played on a giant screen and much more. In addition, food and beverages will be available for purchase. Please note that all children participating in Kids' Club activities inside The Conference & Event Center must be accompanied by a legal guardian for the evening.

2014 Old Falls Street Holiday Schedule

DATE	TIME	EVENT	PRICE
Thursday, Dec. 4	8 p.m.	Holiday Tree Illumination	Free
Friday, Dec. 5	9 a.m. - 2 p.m.	Stuff-a-Bus Food Drive	Food Donations being accepted
Friday Dec. 5	4 – 8 p.m.	Winter Wonderland	Free
Saturday, Dec. 6	8:30 a.m. – 12 noon	Breakfast With Santa	Tickets at Facebook.com/OldFallsStreet
Saturday, Dec. 20	11 a.m. – 4 p.m.	Ultimate Holiday Frozen Meet & Greet Party	Tickets at Facebook.com/OldFallsStreet
Wednesday, Dec. 31	6 – 10 p.m.	New Year's Eve Kids' Club	\$5 Admission Fee

For more information on any of the aforementioned activities, visit www.FallsStreet.com or Old Falls Street, USA's official Facebook page at www.facebook.com/OldFallsStreet.

About **OLD FALLS STREET, USA**: *Old Falls Street, USA, managed by Global Spectrum, is a historic three-block destination that conveniently connects the entrance of Niagara Falls State Park with the Conference & Event Center, the Seneca Niagara Casino & Hotel and other Downtown Niagara Falls, NY attractions. Serving as the "Welcome Center" for residents and visitors alike, the dynamic thoroughfare provides spaces for daily vending and special activities including concerts, festivals and holiday activities. Additional information can be found at www.FallsStreet.com.*

Global Spectrum (global-spectrum.com) manages The Conference & Event Center Niagara Falls, Old Falls Street, USA, and Canalside in Buffalo, NY, as well as more than 120 other public assembly facilities around the world. Nearly 24-million people attended more than 15,000 events in Global Spectrum venues last year. Based in Philadelphia, PA, Global Spectrum is part of Comcast-Spectacor, one of the world's largest sports and entertainment companies. Comcast-Spectacor, which operates in 48 of the 50 United States, also owns the Philadelphia Flyers of the National Hockey League, Ovations Food Services, a food and beverage services provider, Paciolan, the leading provider of venue establishment ticketing, fundraising and marketing technology solutions, Front Row Marketing Services, a commercial rights sales company, and Flyers Skate Zone, a series of community ice skating rinks.

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