

## MEDIA RELEASE

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## OLD FALLS STREET HOSTS HOLIDAY TREE LIGHTING EVENT ON DEC. 3, ANNOUNCES STUFF-A-BUS FOOD DRIVE AND BREAKFAST WITH SANTA

*Niagara Falls, NY (Nov. 25, 2013)* – Old Falls Street, USA, the three block thoroughfare connecting Niagara Falls State Park with the Seneca Niagara Casino & Hotel in Downtown Niagara Falls, is once again lighting the trees along its three city blocks in thousands of white LED lights for the holiday season. To mark this occasion, the public is invited to attend the annual Old Falls Street Outdoor Tree Lighting event, on Tuesday, Dec. 3, from 5:30 to 7:30 p.m. The event begins with the arrival of Santa Claus on a Niagara Falls fire engine to officially illuminate Old Falls Street.

After a brief outdoor ceremony, the public will be invited inside The Conference & Event Center Niagara Falls to enjoy live music by the Celtic Circle Ceilidh Band, a visit by Old Falls Street's mascot – Watler Falls, children's face painting, a balloon artist, and complimentary doughnuts, hot chocolate and coffee. Guests will also be able to tour The Conference & Event Center's new photography exhibit, "Snapshots: Roaming the Niagara Frontier," by Niagara Gazette photojournalist, James Neiss. Various vendors will also be on hand for those who are looking to purchase unique holiday gift items.

Non-perishible food items will also be collected that evening to be donated toward the 4<sup>th</sup> Annual Stuff-a-Bus Food Drive, being held on Dec. 6. (More information on Stuff-a-Bus is listed below.)

"On behalf of Global Spectrum, we are happy to illuminate Old Falls Street's trees once again this year in what has become a new holiday tradition in Downtown Niagara Falls," said Global Spectrum's Ryan Coate, general manager of Old Falls Street, USA and The Conference & Event Center Niagara Falls. "This year's additional programming held inside The Conference & Event Center will allow our guests a place to mingle and spread holiday cheer. Afterward, we encourage our guests to visit the giant student-made gingerbread house inside the Niagara Falls Culinary Institute and other neighboring restaurants for dinner that evening."

Old Falls Street's outdoor tree décor was designed by Harris & Lever Florists, with special electrician assistance by the City of Niagara Falls and the Local IATSE 121 Stage Union.

In addition to the Outdoor Tree Lighting ceremony, Old Falls Street, USA has planned the following activities throughout the week:

- **Old Falls Street's 4th Annual Stuff-A-Bus Food Drive**

- Friday, Dec. 6, from 8 a.m. to 2 p.m.
- An NFTA Bus will be parked on Old Falls Street, USA outside the entrance of The Conference & Event Center Niagara Falls
  - Join Old Falls Street and members of the Downtown Niagara Falls Business Association for the annual Stuff-A-Bus Food Drive, held in cooperation with the NFTA's festive Holly Trolley, on Friday, Dec. 6. In the spirit of the holiday season, we ask for donations of non-perishable food items so that collectively we can "stuff the Holly Trolley" full of food to benefit the Community Missions of the Niagara Frontier.
  - Items will be driven to the Community Mission that afternoon, just prior to the Holly Trolley's annual tour of Niagara Falls.

- **Old Falls Street's 4th Annual Breakfast With Santa**

- Saturday, Dec. 7, from 8:30 a.m. to 12 noon
- Inside the Conference & Event Center Niagara Falls
  - Enjoy a deluxe buffet and a personal visit with Santa Claus himself. The morning includes Santa's reading of 'Twas *The Night Before Christmas*, arts and crafts, holiday cookie decorating, traditional children's holiday movies, a bounce house, cotton candy machine, photo booth, balloon and caricature artists, a visit and much more.
  - Bring a donation of new winter hats, gloves, scarves and socks for the Giving Tree benefitting area children in need for your child's chance to win a festive holiday gift basket.
  - Tickets are available now or at the door—\$12 for Adults, \$9 for Children 12 and under, and \$10 for Seniors 65 and over. Reservations are highly recommended. Call (716) 278-2100 for more information.

For more information or to view photos from previous years, visit [www.FallsStreet.com](http://www.FallsStreet.com) or Old Falls Street, USA's official Facebook page at [www.facebook.com/oldfallsstreet](http://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 on their website at [www.FallsStreet.com](http://www.FallsStreet.com).*

*Global Spectrum® (global-spectrum.com) manages more than 115 public assembly facilities around the world. Nearly 20-million people attended more than 11,000 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 also owns the Philadelphia Flyers of the National Hockey League, Ovations Food Services, a food and beverage services provider, New Era Tickets, a full-service ticketing and marketing product for public assembly facilities, 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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