

MEDIA RELEASE

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OLD FALLS STREET HOSTS NEW YEAR'S EVE KIDS' CLUB ACTIVITIES TO COMPLIMENT HARD ROCK GUITAR DROP

*Children's Activities will once again be hosted inside
The Conference & Event Center on Dec. 31*

Niagara Falls, NY (Dec. 26, 2014) – For the second year in a row, Old Falls Street, USA, is inviting families to ring in the New Year with a host of “Kids’ Club” activities inside The Conference & Event Center Niagara Falls (101 Old Falls St., Niagara Falls, NY), on Wednesday, Dec. 31, from 6 to 10 p.m. Old Falls Street’s New Year’s Eve Kids’ Club will feature three giant inflatable activities, a disc jockey, movies, and much more as a compliment to the Hard Rock Cafe’s annual Guitar Drop and concert featuring Theory of a Deadman, being held on Old Falls Street, USA, later that evening. Admission is \$5 for guests aged 4 and over. Children three and under are free. 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.

“We have added more activities for families to enjoy inside our Event Center at this year’s New Year’s Eve Kids’ Club,” said Global Spectrum’s Jason Murgia, assistant general manager of Old Falls Street, USA and The Conference & Event Center Niagara Falls. “Old Falls Street is happy to present these family-friendly activities at a minimal charge and give a glimpse of Kids’ Club activities that will be featured on the street during the summer of 2015.”

For the price of admission, guests will enjoy a bounce house, 18-foot inflatable slide and obstacle course, a disc jockey and dance area, Joe Mock’s balloon artistry, family-friendly movies played on a large screen with complimentary popcorn, arts and crafts, Old Falls Street’s array of Backyard Board Games (giant versions of popular family games), foos ball and table tennis. The Kids’ Club concludes at 10 p.m. with a countdown to a balloon drop with complimentary toast with sparkling juice. In addition, food and beverage concessions will be available for purchase inside The Conference & Event Center.

Guests will be welcomed into the building by way of the First Street entrance. They will have the ability to go outside to view the Hard Rock’s opening acts and are encouraged to stay on Old Falls Street to view the main act, guitar drop and fireworks at midnight.

For more information, 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 on their website at www.FallsStreet.com.*

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