

MEDIA RELEASE

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Celebrate Independence Day on Old Falls Street

*Free Thursday Evening Movie, Friday Night Concert, Saturday Street Festival,
and Shakesperean Performance on Sunday*

Niagara Falls, NY (June 30, 2015) – Free activities for all ages are planned as Old Falls Street celebrates Independence Day 2015. Join in on the Flicks on Old Falls showing of “Happy Feet,” on July 2; the TGI Fridays on Old Falls concert on July 3; Old Falls Street’s Independence Day Celebration, on July 4; and the Shakespeare on Old Falls Street live theatrical performance on July 5.

“We want our local families as well as out-of-town guests to enjoy a host of special programming while celebrating our nation’s birthday,” said Spectra’s Jason Murgia, general manager of Old Falls Street, USA.

The long holiday weekend kicks-off a day early as Old Falls Street presents “Happy Feet,” its first Flicks on Old Falls free movie of the summer, sponsored by BlueCross BlueShield of Western New York, on Thursday, July 2, at 9 p.m. on Old Falls Street’s Middle Block. The movie will take a brief intermission to allow guests to enjoy fireworks presented by the Seneca Niagara Resort and Casino that evening.

Prior to the film, disk jockey music will be provided by D&B Karoke and DJ, as well as a children’s book sale benefitting the Friends of the Niagara Falls Public Library, beginning at 7:30 p.m. As always, Old Falls Street will also feature its free Backyard Board Games of foosball and table tennis as well as large scale chess, checkers and “Jenga,” during the flick.

In addition, as presenting sponsor of Flicks on Old Falls, BlueCross BlueShield of Western New York is happy to offer the Healthy Zone Cruiser as part of the free family entertainment prior to this and each Thursday evening flick. The Healthy Zone Cruiser is van filled with fun, healthy activities like hula-hoops, beanbag toss, Kan Jam, yoga balls, soccer balls, sidewalk chalk, jump ropes, and fun giveaways – including miniature American flags (while supplies last).

On Friday, July 3, the TGI Fridays on Old Falls concert series continues with live music by Murphy's Law, from 7 to 10 p.m. The street concert, hosted on Old Falls Street's Conference Center Block closest to series sponsor TGI Fridays inside the Sheraton At The Falls hotel, also features food and beer concessions, as well as a host of local merchandise vendors throughout the evening. Guests are encouraged to stay until 10 p.m., when fireworks are launched over Niagara Falls.

On Saturday, July 4, Old Falls Street will host its Independence Day Celebration on the Middle Block, from 11 a.m. to 10 p.m. The schedule of free activities includes:

- 11 a.m. – 12 noon F-Bites Vocational Culinary Demonstration with Chef Bobby Anderson
- 11 a.m. – 4 p.m. Book Sale benefitting the Friends of the Niagara Falls Public Library
- 12 noon – 3 p.m. Live Music by The Kokomo Time Band
- 12 noon – 9 p.m. Children's Bounce House and Inflatable Slide
- 1 – 4 p.m. Explore & More Children's Museum Activities
- 3 – 7 p.m. Face Painting
- 3:30 – 6:30 p.m. Live Music by White Chocolate
- 7 – 10 p.m. Live Music by Whiskey Reverb
- 10 p.m. Fireworks launched over Niagara Falls

Old Falls Street's Independence Day Celebration also features food and beer concessions, as well as the following local merchandise vendors, from 12 noon to 10 p.m.:

- Made In America Store
- Circle of Life
- L&J Creations
- NRG Home Solar
- Janie's Emporium
- Essential Elements
- We R Nuts

On Sunday afternoon, July 5, Shakespeare on Old Falls presents a live performance of "Et Tu, Shakespeare?" will be presented on Old Falls Street's Middle Block, beginning at 3 p.m. The play will be performed by the Shakespeare in Delaware Park Players of Buffalo and is free and open to the public.

"Et Tu, Shakespeare?" is an original family show created by Shakespeare in Delaware Park where actors take the audience on a journey through Shakespeare's time, theater and plays by performing excerpts from a wide range of the Bard's works.

Live music will be performed by Billy Horn prior to the play, at 2:30 p.m. Food, beer and wine concessions will be available for purchase during the performance.

For more information on Old Falls Street's free programming, visit www.FallsStreet.com or subscribe to Old Falls Street USA's Facebook event listings.

*About **OLD FALLS STREET, USA**: Old Falls Street, USA, managed by Spectra by Comcast Spectacor, 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.*

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