

## MEDIA RELEASE

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### **Imagination Playground, Shuffleboard Added to Free Backyard Board Game Activities on Old Falls Street**

*Niagara Falls, NY (July 22, 2015)* – The amount of free activities keeps growing on Old Falls Street, USA, as an Imagination Playground and outdoor shuffleboard table are being added to its daily Backyard Board Games, on the Middle Block, from 11 a.m. to 4 p.m. Backyard Board Games are presented totally free of charge, weather permitting.

Imagination Playground is a breakthrough play-space concept designed by U.S. architect David Rockwell to encourage child-directed, unstructured free play - the kind of play that experts say is critical to a child's intellectual, social, physical and emotional development. Comprised of an assortment of loose parts, including blue foam blocks in uniquely designed shapes, Imagination Playground empowers children to constantly reconfigure the space around them and design their own course of play. This modular, easy-to-install playground provides creative play in Old Falls Street's outdoor setting, transforming its Middle Block into an interactive play environments. Since 2010, over 800 playgrounds have enlivened public parks, schools, daycare facilities, and children's museums across the globe.

"Since the beginning of the July, we have featured the Imagination Playground for free on Old Falls Street's Middle Block and are happy to providing something truly unique for our guests," said Spectra's Jason Murgia, general manager.

This summer, Imagination Playground is giving away a trip to New York City and many other prizes in their Build-a-Thon competition. To enter, children between 2 and 10 years of age can submit photos of as many physical builds or app screen designs as they like to [buildathon@imaginationplayground.com](mailto:buildathon@imaginationplayground.com). For more information, to download the app and to read official rules, visit [www.ImaginationPlayground.com](http://www.ImaginationPlayground.com).

Another new feature on Old Falls Street, USA will be a wooden outdoor shuffleboard table, with sliding disks. This traditional game may be enjoyed on a one-on-one or team basis, beginning Saturday, July 25. It will be featured daily from 11 a.m. to 4 p.m.

Other free daily Backyard Board Game activities include foosball, table tennis, large-scale chess, checkers and "Jenga," hopscotch and the interactive "Before I Die" chalkboard wall, a public art initiative created by Candy Chang, which encourages guests to share the things that most matter to them.

"We truly have something for everyone on Old Falls Street," said Murgia. "Our free programming is being enjoyed by Niagara Falls residents as well as regional and out-of-town guests including toddlers, teenagers, young couples and grandparents," he said while encouraging local families to experience all the free activities Old Falls Street offers.

"I love to bring my daughter to activities and events on Old Falls Street," said Niagara Falls resident and community advocate Samika Sullivan. "She really enjoys the programming and I appreciate being able to make new memories together. It is exciting to be part of the revitalization of our downtown area. By bringing my daughter and her friends

to Old Falls Street, I am able to teach them about our city's history in a fun and interactive environment. One of the other great things is that all of Old Falls Street's outdoor programming is free!"

In addition to Backyard Board Games, Old Falls Street presents its weekly Flicks on Old Falls outdoor movie series each Thursday evening through Aug. 27, featuring a brand new 20-foot inflatable movie screen. Movies begin at approximately 9 p.m. Prior to each flick at 8 p.m., series sponsor BlueCross BlueShield of Western New York is on hand with its Healthy Zone Cruiser, a van filled with hula hoops, a bean bag toss and other interactive family games, fun giveaways and more. The Friends of the Niagara Falls Public Library also hosts a used book sale each week.

Other free performances include music by D&B Karoke and DJ (July 23, 30 and Aug. 20); wellness activities with University Pediatric Dentistry (Aug. 6); a live music performance by the Hill Brothers (Aug. 13); and a puppet performance by Janice Spagnola (Aug. 27).

The remaining Flicks on Old Falls movie schedule is as follows:

- Thursday, July 23           Lego Movie
- Thursday, July 30           Frozen Sing Along
- Saturday, August 1         Dirty Dancing
- Thursday, August 6         Cloudy With a Chance of Meatballs
- Thursday, August 13        Finding Nemo
- Thursday, August 20        The Goonies
- Thursday, August 27        Toy Story

Other programming includes Free Family Fun, presented each Saturday, from 11 a.m. to 4 p.m. Weekly activities include F-Bites culinary demonstrations, facilitated by local Chef Bobby Anderson and his team of local children who prepare and serve a gourmet meal each week, from 11 a.m. to 12 noon. The Friends of the Niagara Falls Public Library book sale, and a host of other free performances including:

- July 25                    Kite Making with Meg Albers (12 noon to 2 p.m.)  
Explore and More Children's Museum Activities (1 to 4 p.m.)
- August 1                  Music by D&B Karoke and DJ (12 noon to 3 p.m.)  
Flicks on Old Falls Presents Dirty Dancing (9 p.m.)
- August 8                  Touch-a-Truck Family Activity (11 a.m. to 2 p.m.)  
Stuff-a-Bus Food Drive benefitting Community Missions (11 a.m. to 2 p.m.)  
Explore and More Children's Museum Activities (1 to 4 p.m.)
- August 15                 Buffalo Zoo Mobile (12 noon to 4 p.m.)  
Explore and More Children's Museum Activities (1 to 4 p.m.)
- August 22                 Music by D&B Karoke and DJ (12 noon to 3 p.m.)  
Explore and More Children's Museum Activities (1 to 4 p.m.)
- August 29                 Puppet Making Workshop with Janice Spagnola (12 noon to 2 p.m.)  
Explore and More Children's Museum Activities (1 to 4 p.m.)
- September 5              Taste of Niagara Falls Food Festival  
Music by D&B Karoke and DJ (12 noon to 3 p.m.)  
Local Merchandise Vendors

For more information on Imagination Playground, visit [www.ImaginationPlayground.com](http://www.ImaginationPlayground.com). For more information on Old Falls Street, USA's programming, visit [www.FallsStreet.com](http://www.FallsStreet.com).

*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](http://www.FallsStreet.com).*

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