



## MEDIA RELEASE

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### Old Falls Street Hosts its 6<sup>th</sup> Annual Oktoberfest – Saturday, Oct. 3, 2015

*Niagara Falls, NY (Sept. 22, 2015)* – Raise your beer stein high and give “Prost” to the 6th Annual Old Falls Street Oktoberfest, Saturday, Oct. 3, 2015, from 1 to 8 pm., on Old Falls Street’s Middle Block in Downtown Niagara Falls, NY. The German-themed event will be held rain or shine and is free and open to the public. Old Falls Street’s Oktoberfest is held in partnership with the Downtown Niagara Falls Business Association.

Live German-themed entertainment will be provided throughout the day by the Bergholz German Band, the German American Musicians, and the SGTV Edelweiss Dancers. Festival guests will also enjoy a wide variety of traditional German food, beer and wine vending, as well as Old Falls Street’s variety of large Backyard Board Games.

Oktoberfest also features free children’s activities in the Kidtoberfest Zone including a petting zoo, bounce house, arts and crafts provided by Explore & More Children’s Museum, and much more. Walter Falls, the Old Falls Street mascot, will also be on hand wearing his lederhosen, from 1 to 5 p.m.

“Old Falls Street looks forward to hosting this marquee fall event in Downtown Niagara Falls,” said Spectra’s Jason Murgia, general manager of Old Falls Street, USA. “With free admission, live entertainment and children’s activities, you certainly do not have to be German to enjoy our annual Oktoberfest.”

Old Falls Street’s Oktoberfest’s scheduled activities are as follows:

1 p.m.	Oktoberfest kicks off by welcoming Mayor Paul Dyster and the Traditional Tapping of the Kegs under the Main Entertainment Tent
1 to 4 p.m.	Live Music by the Bergholz German Band
1 to 8 p.m.	German Food, Beer & Wine Vending
1 to 5 p.m.	Kid-toberfest Zone featuring Free Children’s Activities: Petting Zoo, Bounce House, Crafts & More!
3 to 5 p.m.	Live Performance by the SGTV Edelweiss Dancers
4 to 8 p.m.	Live Music by The German American Musicians

Old Falls Street’s Oktoberfest is sponsored by the Downtown Niagara Falls Business Association, Spectra, M&T Bank, Try-It Distributing, the Niagara Gazette and the Niagara Falls Culinary Institute. Other sponsors include Explore & More Children’s Museum, the Holiday Inn – Niagara Falls, NY, the Niagara Falls Bridge Commission, and IATSE Local 121.

For more information, visit or [www.FallsStreet.com](http://www.FallsStreet.com) or visit the official Old Falls Street Oktoberfest Facebook page.

The mission of the **DOWNTOWN NIAGARA FALLS BUSINESS ASSOCIATION** is “*To stimulate, enhance & nurture an inviting atmosphere for civic, cultural, social & economic activities in Downtown Niagara Falls, N.Y.*”

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

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