

## MEDIA RELEASE

**CONTACT:** Susan Swiatkowski  
Marketing Director  
Old Falls Street, USA  
susan\_swiatkowski@comcastspectacor.com  
(716) 278-2121



### Old Falls Street, USA Partnering with Regional Promoters to Host a Variety of Special Events

*Niagara Falls, NY (June 14, 2016)* – Mark your calendars for a summer full of special events coming to Old Falls Street, USA, the three-block cobblestone street connecting Niagara Falls State Park with the Seneca Niagara Resort & Casino, in Downtown Niagara Falls, NY.

“Our team is working with many regional promoters to host many new and returning special events this summer, all of which are being presented free of admission charge,” said Katie Kielaszek, Old Falls Street’s director of events. “If you haven’t been to Old Falls Street, USA, now is the time to experience all we have to offer.”

Special events include Make Music Day on June 21, a free one-day global celebration of music, which makes its way to Niagara Falls, NY, for the very first time. Old Falls Street, USA is working with Arts Services Initiative of WNY to host “Guitar Mass Appeal,” on this day, from 5:30 to 7:30 p.m. Guests are encouraged to bring their guitars to Old Falls Street’s Middle Block (between First Street and Rainbow Boulevard) during this time, where they will be provided song books and an instructor to guide them in song. All skill levels are invited to join.

On June 24, Old Falls Street is partnering with Slow Roll Buffalo to present the first ever Old Falls Street Pedal Party, welcoming guests to tour the City of Niagara Falls, NY by bicycle for free. Riders assemble on Old Falls Street’s Middle Block at 6 p.m. for a guided slow-paced tour of Niagara Falls, NY. Upon their return, riders will enjoy an after party at the first Legends Live on Old Falls Street outdoor concert of the summer, featuring live music by Kurt and The Loders at 7 p.m., food by Buffalo’s Best Grill & Catering, beer and wine vending, Old Falls Street’s free Interactive Games, and fireworks launched over Niagara Falls at 10 p.m. (The concert is sponsored by the neighboring Legend’s Bar & Grill, inside the Quality Hotel and Suites.)

Also new this year is the 4<sup>th</sup> of July Carnival on Old Falls Street, being held Friday, July 2 through Monday, July 4, from 12 noon to 10 p.m. each day. Old Falls Street, USA is partnering with Hammerl Amusements to celebrate Independence Day with a weekend full of rides, games, clowns, stilt-walkers, hula hoopers, balloon artists and other entertainers. Wristbands will be sold for \$20 each day to allow guests to enjoy all rides and attractions.

In August, Old Falls Street will once again host its free Touch-a-Truck event, on Saturday the 13<sup>th</sup>, from noon to 5 p.m. This annual event is part of Old Falls Street’s weekly Free Family Fun activities, and allows children to jump on board a firetruck, police car, a bus and other municipal vehicles, while interacting with the technicians who drive these “larger-than-life” machines every day. Touch-a-Truck will once again include the Stuff-a-Bus food and toiletries drive, benefitting the Community Missions of the Niagara Frontier. Guests are asked to donate non-perishable food items and new toiletry items that will fill and NFTA bus, which will be located on Old Falls Street’s Middle Block that day.

Later that month, Old Falls Street will team up with 24 Below Gallery and Café to host the annual Dance of the Fireflies, on Saturday, Aug. 20, from 7 to 10 p.m. This night-time glow parade includes whimsical arts and crafts, storytelling and glowing dance for children of all ages. This event is free and open to the public.

On Labor Day Weekend, the two-day Taste of Niagara Falls food festival makes its way to Old Falls Street once again, Sept. 3 and 4, from noon to 8 p.m. This year's festival is planned to bring more than 25 food vendors and other live entertainment to Old Falls Street's Middle Block.

"We worked with Corey McGowan Productions to bring this event to Old Falls Street for the first time last summer," said Kielaszek. "It was so well received, we made sure to bring it back this year," she said.

The 9<sup>th</sup> Annual Niagara Falls Blues Festival is planned for Sept. 16 through 18, on Old Falls Street's Middle and Park Blocks. This year's theme "The Power of the Blues," features powerful performances by "The Pioneer of British Blues" John Mayall & The Bluesbreakers, Lil' Ed & The Blues Imperials, Shawn Holt & The Teardrops with John Primer, Eddie Shaw & The Wolfgang, Mac Arnold & Plate Full O' Blues, the Chris O'Leary Band and other national and local favorites. Saturday kicks-off with the annual Memorial Classic Car & Bike Cruise, starting from Sal Maglie Stadium in Hyde Park, at 1 p.m. Sunday features the annual Gospel Brunch, with music by Marsha McWilson and Friends, at 12 noon. Admission to the Niagara Falls Blues Festival is free.

Old Falls Street rounds out it's summer and fall special events with its 7<sup>th</sup> Annual Oktoberfest, on Saturday, Oct. 1, from 1 to 8 p.m. This German-themed event features live music by The German American Musicians, traditional German food, beer, and free childrens' activities.

Admission is free.

Old Falls Street, USA's 2016 Schedule at a Glance:

- |                 |  |   |
|-----------------|--|---|
| • June 21       | Make Music Day Featuring Guitar Mass Appeal          | 5:30 - 7:30 p.m.  |
| • June 24       | Old Falls Street Pedal Party                         | Assembling at 6 p.m.  |
| • July 2 - 4    | 4 <sup>th</sup> of July Carnival on Old Falls Street | 12 Noon to 10 p.m.  |
| • Aug. 13       | Touch-a-Truck / Stuff-a-Bus                          | 12 Noon to 5 p.m.   |
| • Aug. 20       | Dance of the Fireflies                               | 7 – 10 p.m.   |
| • Sept. 3 – 4   | Taste of Niagara Falls Food Festival                 | 12 Noon – 8 p.m.  |
| • Sept. 16 – 18 | Niagara Falls Blues Festival                         | Friday: 5 – 10:30 p.m.; Saturday: 1 – 10:30 p.m.<br>Sunday: 12 noon to 7 p.m. |
| • Oct. 1        | Old Falls Street's Oktoberfest                       | 1 – 8 p.m.  |

For more information on these special events or any of Old Falls Street, USA's activities, visit [www.FallsStreet.com](http://www.FallsStreet.com), or follow Old Falls Street on Facebook.

*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 and other Downtown Niagara Falls, NY, hotels, restaurants and attractions. Serving as the "Welcome Center" for residents and visitors alike, the dynamic thoroughfare provides exciting spaces for free family-friendly games and activities, as well as seasonal concerts, outdoor movies, festivals, holiday and other special events. Additional information can be found at [www.FallsStreet.com](http://www.FallsStreet.com).*

#####

101 Old Falls Street, Niagara Falls, NY 14303 \* Tel: (716) 278-2100 \* Fax: (716) 278-0008 \* [www.FallsStreet.com](http://www.FallsStreet.com)

