



MEDIA RELEASE

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Santa Claus Landing on Old Falls Street in a Rainbow Air Helicopter

Downtown Niagara Falls Collaboration Helps Kick-Start the Holiday Season – Nov. 19

Niagara Falls, NY (Nov. 14, 2016) – Santa Claus is coming to town and he's arriving by Rainbow Air Helicopter. The public is invited to witness this free first-time event as Santa arrives on Old Falls Street, USA, on the cross-section of Rainbow Boulevard, on Saturday, Nov. 19, at 9 a.m. This helicopter arrival helps to kick-off the holiday season in Downtown Niagara Falls, where Santa will be greeted by a pair of living reindeer. Reindeer and sleigh photo opportunities, hosted by Reindeer Promotions of WNY, will be available for families from 9 a.m. to 1 p.m.

Children will also be able to ride Old Falls Street's complimentary train ride, beginning on Nov. 19 and running each weekend until Dec. 23, on its Middle Block. This free train ride compliments Old Falls Street's new outdoor holiday décor as well as the Niagara Falls Culinary Institute's Gingerbread Wonderland, featuring the largest life-sized gingerbread village in Western New York, and a host of other free family activities. Dates for the free Old Falls Street Train Ride and the Niagara Falls Culinary Institute's Gingerbread Wonderland are weekends beginning Nov. 19 through Dec. 23. Hours are Fridays, from 5 to 9 p.m.; Saturdays, from 11 a.m. to 8 p.m.; and Sundays, from Noon to 5 p.m.

"We are happy to work with our downtown partners, Rainbow Air Helicopters and the Niagara Falls Culinary Institute, to celebrate the 2016 holiday season," said Spectra's Jason Murgia, Old Falls Street, USA's general manager. "We hope that Old Falls Street's free train ride and new holiday décor allows families to spend additional time in our business district as they enjoy lunch, dinner and other seasonal activities at the Culinary Institute and throughout the Downtown Niagara Falls area."

In addition, Old Falls Street, USA, is celebrating Small Business Saturday by providing free horse and carriage rides on Nov. 26, from 1 to 6 p.m. Guests are invited to assemble in front of the Culinary Institute (28 Old Falls St.), for a short ride on this day, while they enjoy other Small Business Saturday activities happening in the Downtown Niagara Falls area.

For more information on Old Falls Street, USA, visit www.FallsStreet.com. For more information on the Niagara Falls Culinary Institute's Gingerbread Wonderland, visit www.nfculinary.org/gingerbread.

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.*

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