

MEDIA RELEASE

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Old Falls Street Hosts Family Fun New Year's Eve Celebration

*Children's Activities Return to
The Conference & Event Center on Dec. 31*

Niagara Falls, NY (Dec. 13, 2016) – Old Falls Street, USA, is inviting families to ring in the New Year with a host of family-friendly activities inside The Conference & Event Center Niagara Falls (101 Old Falls St., Niagara Falls, NY), on Saturday, Dec. 31, from 4 to 10 p.m. Guests will be welcomed into the building by way of the First Street entrance. Highlighting Old Falls Street's Family Fun New Year's Eve celebration is a countdown to a 10 p.m. balloon drop with a sparkling juice toast to ring in the New Year. Guests will also be treated to complimentary holiday hats and noisemakers.

Other activities included in the price of admission include the following:

- Dance Floor with Music by D&B Karaoke & DJ
- Petting Zoo
- Giant Inflatable Slide, Bounce House & Obstacle Course
- Airbrush Tattoos for Children
- Free Popcorn
- Kirt the Entertainer – Stilting, Juggling & Magic Activities
- "Mr. No" The Balloon Guy
- Roaming Social Media Photo Booth
- Arts & Crafts
- Indoor Snowball Fight
- Old Falls Street's Interactive Games
- And More!

"We are starting our celebration two hours earlier this year to allow for more family activities inside our Event Center," said Spectra's Jason Murgia, general manager of Old Falls Street, USA and The Conference & Event Center Niagara Falls. "Old Falls Street is happy to continue this tradition for the fourth year in a row, while providing Niagara County an alternative for families with young children."

Presale tickets are \$6 for guests aged 4 and over. Children three and under are free. (Please note that all children must be accompanied by a legal guardian for the evening.) Tickets are \$8 at the door.

To purchase presale tickets, visit <http://ofsnye.brownpapertickets.com> through Dec. 30. Guests may also purchase presale tickets in person at The Conference & Event Center's Administration Office (101 Old Falls St. – with entrance off of Third Street), from Dec. 27 to 30, from 9 a.m. to 5 p.m.

For more information, visit www.FallsStreet.com, or follow Old Falls Street, USA on Facebook, Twitter or Instagram.

*About **OLD FALLS STREET, USA**: Old Falls Street, USA, managed by Spectra Venue Management, 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 free family activities and special events including concerts, festivals and holiday celebrations. Additional information can be found at www.FallsStreet.com.*

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