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NIAGARA FALLS ANNOUNCES SUMMER FUN & ENTERTAINMENT FOR 2017!

Locals, visitors encouraged to #SoakItIn

NIAGARA FALLS, NEW YORK –(May 25, 2017) Representatives from the leading tourism and entertainment venues in downtown Niagara Falls came together today to outline all that residents and visitors can see, experience and enjoy this summer. Destination Niagara USA, Old Falls Street, USA, Seneca Niagara Resort & Casino, and Niagara Falls State Park held a special joint media conference to announce the extensive list of entertainment and activities taking place this summer.

"I am so pleased that all of our downtown partners have come together to share all of the exciting events and activities that will be taking place this summer," said John Percy, President & CEO of Destination Niagara USA. *"As we look forward to another extremely successful tourist season, we are thrilled that our visitors and residents will have access to such a diverse and entertaining list of things to do."*

Some of the highlights for the summer schedule include (but are not limited to):

- Gladys Knight at Seneca Niagara Events Center on June 10 at 8pm.
- Old Falls Street USA: Free Interactive Games onto our Middle and Park Blocks, each Friday and Saturday from 9 a.m. to 9 p.m., and on a daily basis beginning June 23.
- Old Falls Street Party Friday night concert series, beginning on June 23
- "A Night at the Disco"-Disco Dance Party-featuring the Village People, Sister Sledge, Rose Royce, & The Trammps! Hosted by Downtown Julie Brown in the Seneca Niagara Events Center June 24 at 7pm.
- Old Falls Street Free Family Fun Activities each Saturday Afternoon, beginning on June 24
- Flicks on Old Falls free weekly movie series on Thursday evenings, beginning on June 29
- Seneca Niagara Resort & Casino - Summer Free movie Fridays begin in Seneca Square on June 30.
- Saturday Afternoons, Old Falls Street is featuring its new Tunes at Noon live music series on its Park Block, featuring live music by the area's finest soloists and acoustic performers.
- Old Falls Street is also proud to partner again with Slow Roll Buffalo to bring two bicycle tour events to the City of Niagara Falls. These free "Pedal Parties" will be held on Friday, June 23 and Friday, Aug. 4
- Old Falls Street FREE Memorial Day Block Party, May 27-28, from noon to 8 p.m. on our Park Block.
- Old Falls Street's FREE Independence Day Block Party, July 1-2, from noon to 8 p.m. on the Park Block.
- The Australian Pink Floyd Show at Seneca Niagara Events Center July 21 at 8pm.

- Touch-a-Truck and Stuff-a-Bus Family Event, on Aug. 12
- Seneca Niagara Resort & Casino Outdoor Show presents REO Speedwagon/Styx United We Rock Tour- August 18 at 7pm
- Dance of the Fireflies on Aug. 19.
- Seneca Niagara Resort & Casino Outdoor Show presents-KISS-Freedom To Rock Tour-August 19 at 7pm
- Seneca Niagara Resort & Casino Fireworks Show-July 2 at 9:40pm
- Taste of Niagara Falls Food Festival for Labor Day Weekend, Sept. 2-3
- Niagara Falls Blues Festival, Sept. 15 through 17.
- Old Falls Street's Oktoberfest, Sept. 30

From community festivals, holiday fireworks, and free movies to outdoor and indoor concerts, there will be plenty to do in Niagara Falls. **#SoakItIn** this summer in Niagara Falls USA! For a complete list of all the activities and events taking place this summer, niagara-usa.com.

*The mission of the **Niagara Tourism & Convention Corporation (NTCC)** is to expand the economic prosperity of the Niagara USA communities by generating individual and group visitation. For more information, visit niagara-usa.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 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.*

Seneca Niagara Resort & Casino is located just minutes from the world-famous Niagara Falls in Western New York, near the Canadian border. The property is open 24 hours a day, seven days a week and 365 days a year. Guests can enjoy 147,000 square feet of gaming space with more than 3,600 slot machines and 90 table games, 10 restaurants, live entertainment and a AAA Four Diamond Award-winning, 26-story hotel with 604 deluxe rooms and suites, a spa and salon, fitness center, indoor pool, and the all new Pulse Arena/STIR-the area's ultimate high-energy electronic table games, Blackjack Party Pit, and feature bar with live entertainment, signature cocktails, and a stunning 43-foot high-definition video wall. More information is available by calling 1-877-8-SENECA (1-877-873-6322) or visiting www.SenecaCasinos.com. Follow us on **Facebook**: [Seneca Niagara Resort & Casino](https://www.facebook.com/SenecaCasinos) **Twitter**: [@SenecaCasinos](https://twitter.com/SenecaCasinos) or **Instagram**: [Instagram.com/SenecaCasinos](https://www.instagram.com/SenecaCasinos). #SenecaNiagara Download our mobile app and view us on [YouTube](https://www.youtube.com/SenecaNiagara). **Seneca Niagara Resort & Casino...NOTHING ELSE COMES CLOSE!**

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