

MEDIA RELEASE

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8th Annual Oktoberfest Planned on Old Falls Street - Sept. 30

Niagara Falls, NY (Sept. 20, 2017) Raise your beer stein high and give “Prost” to the 8th Annual Old Falls Street Oktoberfest, Saturday, Sept. 30, 2017, 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. As per tradition, the day will kick-off with the ceremonial Tapping of the Kegs, at 1 p.m.

Live German-themed music and dancing will be provided throughout the day by the German American Musicians. Festival guests will also enjoy a wide variety of traditional German food, beer and wine vending. Oktoberfest also features free children’s activities, interactive games, and free arts and crafts.

“After hosting a great Taste of Niagara Falls and the 10th annual Blues Festival, we are looing forward to bringing one more special event to Old Falls Street this month,” 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 is sponsored by Spectra, M&T Bank, Try-It Distributing and IATSE Local 121. For more information, visit or www.FallsStreet.com or visit the official Old Falls Street Oktoberfest Facebook page.

*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, the Seneca Niagara Resort & Casino and other Downtown Niagara Falls, NY attractions. Serving as the “Welcome Center” for residents and visitors alike, the dynamic thoroughfare provides spaces for seasonal daily vending and free interactive games, special activities including concerts, festivals and holiday activities. Additional information can be found at www.FallsStreet.com.*

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