

MEDIA RELEASE

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Conference & Event Center to Celebrate 10-Year Anniversary on Dec. 4 *Event is a Celebration of the Niagara Region - Unveiling of New Photo Exhibit, Outdoor Tree Illumination, Live Music*

Dec. 1, 2014 (NIAGARA FALLS, USA) – The Conference & Event Center Niagara Falls is hosting its 10-Year Anniversary Celebration for invited guests, on Thursday, Dec. 4, from 5 to 8 p.m. Featured during the evening will be the unveiling of “Coalescence,” the new photography exhibition by Paula Sciuk, live music by The String Brothers Trio and The Celtic Circle Celidh Band Choir, as well as the first formal holiday illumination of Old Falls Street’s three blocks of trees with a brand new 22-foot outdoor Christmas Tree in thousands of LED lights. The event will be held inside the facility, located at 101 Old Falls St., Niagara Falls, NY, with tree illumination immediately following on Old Falls Street, at 8 p.m. Mayor Paul Dyster is expected to make an outdoor presentation at 8 p.m.

“On behalf of Governor Cuomo and all of us at Empire State Development and USA Niagara, we are proud of all that our facility has accomplished over the past 10 years, especially its economic impact, room night generation, and job creation,” said Christopher J. Schoepflin, USA Niagara President. “Our success is a result of the support of our customers and stakeholders and would not be possible without the building’s dedicated employees. A special thank you to the City of Niagara Falls and Global Spectrum who have been terrific partners.”

“We are happy to commemorate this milestone with area stakeholders and clients who helped our facility become the beacon of development in Downtown Niagara Falls,” said Global Spectrum’s Ryan Coate, general manager of The Conference & Event Center Niagara Falls as well as Old Falls Street, USA.

The featured photography exhibit is by Paula Sciuk, a Grand Island resident, who was born in Niagara Falls. Sciuk studied at New York State University College at Buffalo, where she was immersed in design associated with painting and sculpture. Her work focuses on the surface tension within reflective surfaces exploring diverse and abstract forms.

“The imagery in my work is fluid, caught in the instant between space and time, speaking to patterns and textures, earthly and alien, ancient and monolithic, contemporary and poetic. I feel the moment captured cannot be duplicated, therefore only a singular image is produced.”

The photography exhibit will be on display until next Fall 2015.

The general public is invited to witness the Old Falls Street Holiday Tree Illumination that evening, at 8 p.m. Santa Claus will join Mayor Dyster during this brief outdoor presentation on Old Falls Street, near the entrance of The Conference & Event Center Niagara Falls, where the new 22-foot Christmas tree is located. Guests will be treated to complimentary hot chocolate and light refreshments before being encouraged to dine at area restaurants in the Old Falls Street area.

For more information on The Conference & Event Center’s Anniversary Event, Old Falls Street’s Tree Illumination or other holiday activities, call (716) 278-2100.

The Conference & Event Center Niagara Falls is owned by USA Niagara Development Corporation (USAN), a subsidiary of Empire State Development. In 2004, USAN developed the \$20 million Conference & Event Center, which generates an estimated \$13-\$19 million in annual direct spending on local hotels, food and beverage and transportation in the region. USAN is solely dedicated to the support and promotion of economic development initiatives in Niagara Falls by leveraging private investment and encouraging growth and renewal of the tourism industry in the City of Niagara Falls. The Conference & Event Center and Old Falls Street, USA, are managed by Global Spectrum (global-spectrum.com).

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