

MEDIA RELEASE

Susan Swiatkowski
Director of Marketing
The Conference & Event Center Niagara Falls
-and- Old Falls Street, USA
susan_swiatkowski@comcastspectacor.com
716.278.2121



For immediate release

JDRF'S Cheer for the Cure Springs Into the Conference & Event Center Niagara Falls – Feb. 6

January 26, 2016 (NIAGARA FALLS, NY) – Get your megaphones ready for the annual Cheer For the Cure, a US Cheerleading Final Qualifying Competition to benefit JDRF, springing into The Conference & Event Center Niagara Falls, Saturday, Feb. 6, 2016, beginning at 9 a.m. The annual event is open to spectators with a \$10 entry fee.

JDRF's Cheer For the Cure is one of Western New York's most lively charity events. Approximately 135 cheerleading and dance teams from Western New York, Pennsylvania and Southern Ontario participate each year. The competition traditionally draws approximately 3,000 spectators with proceeds benefiting diabetes research.

For more information, visit www.jdrf.org/event/cheer-for-the-cure or call (716) 833-2873.

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 Spectra by Comcast Spectacor (www.SpectraExperiences.com).

#####

101 Old Falls Street, Niagara Falls, NY 14303 / Tel: (716) 278-2100 / Fax: (716) 278-0008 /
www.ccnfny.com

