

## MEDIA RELEASE

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For immediate release

# City of Niagara Falls to Celebrate 125<sup>th</sup> Birthday at Annual St. Patrick's Day Party at The Conference & Event Center Niagara Falls

**March 6, 2017 (NIAGARA FALLS, USA)** – There is even more reason to celebrate this March 17, as the City of Niagara Falls, NY is joining with the Ancient Order of Hibernians (AOH), to mark its 125<sup>th</sup> Birthday at the annual St. Patrick's Day Party, held inside The Conference & Event Center Niagara Falls (101 Old Falls Street, Niagara Falls, NY), from 5 to 11 p.m. Advance sale tickets are \$9 or \$10 at the door. Children under 12 receive free admission. Proceeds benefit local charities, as directed by the AOH's Niagara County Chapter, Division 1.

This year's event has been extended by one hour to allow guests to enjoy a 125<sup>th</sup> Birthday fireworks display at 10:45 p.m., viewable on Old Falls Street, just outside The Conference & Event Center's entranceway. Other birthday activities include Mayor Paul Dyster's annual birthday proclamation and complimentary birthday cake at 5 p.m., the ability to sign a birthday card to the city, and a photo booth opportunities with pictures to be included on a 125<sup>th</sup> Birthday Mural, which will be displayed at Niagara Falls City Hall. Children will also have specially designed coloring pages on each of the event tables that evening.

In keeping with St. Patrick's Day traditions, the evening will also feature Irish food and beverages, music by The Blarney Bunch, and Irish dance performances by the McCarthy School of Dance. Attendees are asked to bring in non-perishable food items to be donated to the Heart, Love & Soul Food Pantry.

"This is truly the largest annual party of its kind in Western New York," said Jason Murgia, general manager at the Conference & Event Center Niagara Falls. "Since this year's event is a milestone birthday for our City of Niagara Falls and it falls on a Friday evening, we are expecting larger crowds."

Prior to the party, guests can experience the "World's Shortest Parade," at 4:45 p.m. The parade route begins about 75 steps away, from Old Falls Street at First Street into the entrance of The Conference & Event Center.

"The Ancient Order of Hibernians annual St. Patrick's Day party is an institution here in the City of Niagara Falls, and one that just so happens to fall on another important day in our city's history," said Niagara Falls Mayor Paul Dyster. "As we prepare to mark our city's 125th year, I would encourage everyone to come out and celebrate this historic milestone. From the world's shortest parade to a birthday-themed fireworks display, it promises to be a night of family-friendly fun and I would like to extend my sincerest thanks to the AOH and everyone involved in making this a night to remember. Slainte!"

Advance sale tickets are being sold at B&B Cigars on Main Street and McCloud's Pharmacy on Buffalo Avenue, in Niagara Falls; Always a Party on Military Road in the Town on Niagara; Cheri Amour on Center Street and at Capitol Cleaners on Portage Road, in Lewiston.

*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](http://www.SpectraExperiences.com)).*

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