

**FOR IMMEDIATE RELEASE**

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**Santa Claus Landing on Old Falls Street in a Rainbow Air Helicopter**  
*Arrival is Part of Jingle Falls USA Holiday Activities – Dec. 9*

**Dec. 4, 2017 (Niagara Falls, NY)** – Santa Claus is coming to town and he’s arriving by Rainbow Air Helicopter. The public is invited to witness this event as Santa arrives on Old Falls Street, USA, on the cross-section of Rainbow Boulevard, Saturday, Dec. 9, at 10:30 a.m. This helicopter arrival is a highlight of many Jingle Falls USA festivities taking place that day, including the life-sized Gingerbread Wonderland activities hosted by the neighboring Niagara Falls Culinary Institute, where Santa will visit after his landing. (In case of inclement weather, Santa will arrive safely by a Niagara Falls Fire Department fire engine.)

In addition, Old Falls Street is hosting photo opportunities with a pair of living reindeer and Santa’s sleigh, provided by Reindeer Promotions of WNY, from 9:30 a.m. to 12:30 p.m., on its Middle Block. Guests are encouraged to take photos before and after Santa’s arrival that morning.

“Old Falls Street is proud to be part of Jingle Falls USA and is looking forward to having Santa land on our street,” said Jason Murgia, Old Falls Street’s general manager. “This arrival is only part of the day-long festivities happening that day. We hope that guests make their way to the many other activities that are being presented on Dec. 9.”

Other Jingle Falls USA activities planned for Downtown Niagara Falls, NY, on Dec. 9 include:

- Niagara PAL Santa Dash 5K Run throughout Downtown Niagara Falls – Beginning at 9 a.m.
- Niagara PAL Basket Auction inside the Sheraton At The Falls – Beginning at 9 a.m.
- Deck the Falls inside Power City Eatery (444 Third St.)
- Winter Birds of NF State Park – 10 a.m.
- #LiveNF Makers Market on Third Street – 11 a.m. to 6 p.m.
- Holiday Marketplace inside The Conference & Event Center Niagara Falls – 11 a.m. to 7 p.m.
- Gingerbread Wonderland activities inside the Niagara Falls Culinary Institute – 11 a.m. to 7 p.m.
- Niagara Falls School District Carolers in Art Alley (Third Street) – 12 to 2 p.m.
- Photo Opportunities with Area Mascots on Old Falls Street – 12 to 4 p.m.
- Free Horse & Carriage Rides on Old Falls Street – 2 to 7 p.m.
- Salvation Army’s Citadel Brass Band roaming the area – 2 to 7 p.m.
- “Frozen” Outdoor Movie Night on Old Falls Street
  - Meet the Characters – 4 p.m.
  - View the Movie – 5 p.m.
- Fireworks Display – Following the Movie at 7 p.m.

Jingle Falls USA is a brand new collaborative holiday effort, which is being celebrated on Dec. 2, 9 and 16, 2017. For more information or to view the current Jingle Falls USA schedule, visit [www.JingleFallsUSA.com](http://www.JingleFallsUSA.com). Events are also listed on the Old Falls Street USA Facebook page. Remember to share photos taken during Jingle Falls USA on social media using #JingleFalls for a chance to win an overnight package to the Seneca Niagara Resort & Casino.