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## **World Cup Soccer Fun Comes to Niagara Falls, USA**

*Crowds invited to watch the game live on a big screen*

USA Niagara Development Corporation (USAN) and its partner, Global Spectrum today announced that Tuesday's World Cup game featuring U.S.A. versus Belgium will be broadcast live on Old Falls Street.

Fans are invited to cheer on the team while watching all the action on a large screen set up right on the street. The party starts at **3 p.m. on Tuesday July 1, 2014** at Old Falls Street. Everyone is encouraged to show up before the **game kicks off at 4 p.m.** There will be a variety of food, beer and wine to enjoy. Fans are encouraged to bust out their favorite red, white and blue outfit and remember to bring a lawn chair for the best soccer viewing experience in the Falls.

The past World Cup viewing parties at Canalside in Buffalo have been a huge success; drawing thousands of fans to Buffalo's waterfront. Niagara County Legislator Jason Zona attended those events and decided that Niagara Falls should get in on the fun and kicked off this plan to have a World Cup viewing party on Old Falls Street. USA Niagara agreed.

"We're throwing a World Cup Soccer party in Niagara Falls and everyone is invited!" said Mayor Paul Dyster. "I can't wait to hear the cheers and see the hundreds of soccer fans enjoying the game on Old Falls Street."

"With Niagara Falls as such an established global destination, what better place to celebrate and enjoy one of the world's most popular sports," said *USA Niagara Development Corporation* President Christopher Schoepflin. "The team at Global Spectrum will create a great atmosphere to enjoy the matches. "

### **About USAN**

**USA Niagara Development Corporation**, a subsidiary of Empire State Development Corporation, 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.

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