



**For Immediate Release:** May 17, 2010

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**MEDIA ADVISORY**

**OLD FALLS STREET GRAND OPENING**

*All-day street festival planned, with live entertainment and 2<sup>nd</sup> Annual Run with the Rapids 5K Festival kicks off the Summer and Fall event programming for the street*

**WHAT:** USA Niagara and the City of Niagara Falls are reopening Old Falls Street to the public after much redevelopment. We're now ready to cut the ribbon and celebrate this historical moment for the City, reintroducing Old Falls Street as the main thoroughfare of downtown Niagara Falls!

**SEE WHAT'S NEW ON OLD FALLS STREET**

*Welcome to Your Niagara Falls*

Join us on Saturday, May 22 for the Grand Opening of Old Falls Street! Events run all day and everyone is invited to attend.

The day kicks off with the Downtown Niagara Falls Business Association's (DNFBA) 2nd Annual Run with the Rapids 5K Run/Walk at 9 a.m. A post-race party will be held from 10 a.m. – 12 noon with a health fair, food & beverage and live music provided by The Other Band. To register or for more information on the race, visit [www.DowntownNiagaraFallsNY.com](http://www.DowntownNiagaraFallsNY.com).

From 12:00 noon – 8:00 p.m., there will be live music, dance performances, food & beverage concessions, a meet and greet with the Buffalo Jills, live cooking demonstrations, animal exhibits, street performers, checkers, chess and bocce, as well as a Kids Zone that will include a Balloon Artist, Face Painters, Bounce House and a performance by the Wonder Makers, a comedy improv team.

For complete details on the grand opening, as well as the 2<sup>nd</sup> Annual Run With the Rapids 5K, visit [www.FallsStreet.com](http://www.FallsStreet.com).

**WHO:** Open to the public

**DATE:** Saturday, May 22, 2010

**TIME:** 7:30 a.m. – 8:00 p.m.

**WHERE:** Old Falls Street  
Niagara Falls, New York