



**THE CITY OF NIAGARA FALLS
MEDIA RELEASE**

Niagara Falls Ready to Shine in the 2010 Olympic Torch Relay

Olympic Torch Relay Route and Entertainment Line-up Released

DATE: December 8, 2009

For Immediate Release

Niagara Falls Ontario — In just 12 days from today, the eyes of the world will turn to our City as the Olympic Flame arrives in Niagara Falls as part of the Vancouver 2010 Olympic Torch Relay, presented by Coca-Cola and RBC and supported by the Government of Canada.

“Everywhere you look in Niagara Falls, excitement is building for the arrival of the Olympic Flame and everyone is invited to come out and cheer it on its journey to Vancouver,” said Mayor Ted Salci. “On Sunday, December 20, 2009, we’re expecting thousands to turn out for this emotional once-in-a-lifetime opportunity to see the Olympic Flame in person right here in our City and feel inspired by its universal message of peace, brotherhood and friendship.”

The Olympic Torch Relay Route for *Sunday, December 20, 2009* through Niagara Falls to the Celebration Site is as follows:

Start:	Victoria Avenue (at Bridge Street) Victoria Avenue to Queen Street Queen Street to River Road River Road to Clifton Hill Clifton Hill to Victoria Avenue Victoria Avenue/Ferry Street to Stanley Avenue Stanley Avenue to Murray Hill Murray Hill to Niagara River Parkway	6:00 p.m.
End:	Niagara River Parkway to Niagara Parks at Table Rock Parking Area	7:00 p.m.

The Olympic Torch Relay is leaving Niagara Falls on *Monday, December 21, 2009* via the following streets:

Start:	River Road at the Rainbow Bridge Niagara River Parkway to Dufferin Islands Mechanic Street to Portage Road Portage Road to Main Street Main Street to Sodom Road	7:45 a.m.
End:	Sodom Road to Chippawa Willoughby Memorial Arena	8:30 a.m.

The Torch Relay is part of a convoy of vehicles, including torchbearer shuttles, media vehicles, relay support vehicles and police cruisers. Temporary rolling road closures will ensure the safety of the torchbearers and spectators lining the relay route. The crowd will see a new torchbearer carry the flame every 300 metres through the community as it travels on its 45,000-kilometre-long journey across Canada — the longest domestic torch relay in Olympic history.

To celebrate the arrival of the flame, the community is planning a free celebration on Sunday, December 20, 2009 from 5:30 p.m. to 8:00 p.m. at the brink of the Falls at Table Rock Complex Parking Area that will feature:

- Niagara Falls illuminated with the Olympic colours
- Community Torchbearer and Local Olympian, Gord Singleton will carry the Olympic Torch on its final 300 metres to the VANOC stage where he will light the Celebration Cauldron.
- Spectacular fireworks display
- Ice sculptures and buskers
- Interactive fun and giveaways by RBC and Coca-Cola
- Free skating and skate rentals at Rink at the Brink from 8:00 p.m. to 10:00 p.m.
- Aerial trampoline show featuring acrobatics on skis and snowboards
- Performances by the international acclaimed Canadian Tenors, Justin Hines, Niagara Star Singers, Niagara Children's Choir, Red Star Singers and Dancers from the Niagara Regional Native Centre, Chorus Niagara, YouTube sensation - Canadian Please, local francophone talent Xprime, Niagara Falls Historian, Sherman Zavitz and Characters of Centuries Past, and Oh Canada Eh Players.

"Our goal with these celebrations has always been to bring the magic and excitement of the Olympic Spirit home to millions of Canadians no matter where they live and truly make these Canada's Games," said John Furlong, Chief Executive Officer of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC).

The 106-day Olympic Torch Relay will visit more than 1,030 communities and places of interest in every province and territory. On February 12, 2010, the Olympic Flame will make its way to downtown Vancouver to light the Olympic Cauldron in a magical and awe-inspiring moment before a television audience of three billion people worldwide, signalling the kick off to the start of the Vancouver 2010 Olympic Winter Games.

For more information and a detailed street-level community route map go to the Vancouver 2010 Olympic Torch Relay visit www.vancouver2010.com/torchrelay.

About VANOC

VANOC is responsible for the planning, organizing, financing and staging of the XXI Olympic Winter Games and the X Paralympic Winter Games in 2010. The 2010 Olympic Winter Games will be staged in Vancouver and Whistler from February 12 to 28, 2010. Vancouver and Whistler will host the Paralympic Winter Games from March 12 to 21, 2010. Visit www.vancouver2010.com.

For More Information Contact:

**Mayor Ted Salci
City of Niagara Falls
905-356-7521 Ext. 4201**