

APRIL 2007 ★ BUFFALO, NEW YORK

# BOOMDAYS!

## Buffalo comes out to sign the BoomBall with 97 Rock

**BUFFALO, NY** – Wednesday, April 11<sup>th</sup>, BoomDays and 97 Rock held a BoomBall Signing in Lafayette Square to kick off Spring!

The BoomBall bears 97 Rock's logo and will be taken by tug boat to the Lake Erie Ice Boom. When the Ice Boom is dismantled the BoomBall will flow down the Niagara in an effort to go over Niagara Falls.



### About BoomDays – [www.boomdays.com](http://www.boomdays.com)

BoomDays celebrates the lifting of the Lake Erie - Niagara River Ice Boom. It is a unique way to mark the coming of spring. BoomDays commemorates our bustling waterways of days gone by and glorifies our natural, artistic and cultural wealth. BoomDays is a moveable feast and festivities extend from the Buffalo River to Old Fort Niagara. Event participants (known as Boomers) journey throughout the Buffalo/Niagara waterfront areas experiencing all that the region has to offer.