

BUFFALO POWDER KEG WINTER FESTIVAL

February 27-28, 2010
Downtown Buffalo



SPONSORSHIP INFORMATION

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In Buffalo, we don't fear winter. We revel in it.

We wear the label "snow belt" like a badge of honor, thumbing our frosted noses at the wintry misconceptions and stereotypes that pervade the national consciousness.

Yet for years, Buffalo has not celebrated that spirit or promoted its most notorious asset with a major downtown winter festival, as do most prominent cities with notable winters (not to mention Tallahassee, Florida). Now, as downtown Buffalo begins its resurgence, it's time for us to rise to the occasion.

Enter the Buffalo Powder Keg Winter Festival.

During the weekend of February 27-28, downtown Buffalo will be transformed into a festive winter celebration like nothing this city has seen before—marking the beginning of what promises to be an exciting annual tradition.

It's the stuff winter dreams, for adults and kids alike, are made of: Friends and family enjoying hot food and refreshments while strolling along downtown streets; winter carnival classics including ice skating, broom ball, snowshoeing, carriage rides, and the polar bear swim; and unique and offbeat attractions like the World's Largest Ice Maze, igloo building, a snow-shoveling contest, and snow tubing down the Skyway Seneca Street ramp.

Be a part of this historic celebration.

Supporting the Buffalo Powder Keg Winter Festival means supporting the rebirth of downtown Buffalo and the entire surrounding region. This event can have an enormous impact on our local and national image by placing Buffalo among the ranks of major cities that host similar events, as well as highlighting the hardy, fun-loving, and friendly nature of Buffalonians that helped the city earn its nickname, the City of Good Neighbors.

In short, it will bring our extended local community together and help put Buffalo's winter in the national spotlight for the right reasons—emphasizing that Buffalo is a fun place to live and to visit.

FAST FACTS

- * Festival activities will take place in and around the re-energized streets at the southern end of downtown, including the plaza surrounding HSBC Tower, multiple levels of the Pearl Street Grill and Brewery, neighboring parking lots, and various sites within the encompassing street grid, which will be closed to traffic during the festival.
- * Hundreds of businesses, organizations, and individuals have come together in support of this important event. The list already includes prominent downtown institutions such as AllPro Parking, Buffalo Place, HSBC Bank, Labatt USA, Pearl Street Grill and Brewery, Signature Development, and numerous others.
- * A portion of the proceeds of the Buffalo Powder Keg Winter Festival will benefit the Wellness Institute of Greater Buffalo and WNY Inc. (www.creatinghealthycommunities.org).
- * Roaming Buffaloes Outdoor Adventure Club (roamingbuffaloes.com) has been designated the umbrella organization promoting the festival.
- * The event coincides with the neighboring Labatt Blue Pond Hockey Tournament, which promises to be even bigger and better than ever—helping to create a critical mass of downtown activity usually only seen during the summer festivals.
- * The festival is already generating a buzz in the online community: In just the past few months, its Facebook group has attracted more than 2,000 members.
- * Many events and attractions are planned to showcase a diverse range of local organizations and vendors.
- * Unique attractions, such as the World's Largest Ice Maze, are sure to command local, regional, and national attention. ABC News has already expressed interest.
- * The festival is committed to being as environmentally friendly as possible. One aspect of this dedication is the promotion of Metro Rail as the transportation of choice for incoming festival-goers.

FOR MORE INFORMATION:

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Below is a list of attractions and events planned for the Buffalo Powder Keg Winter Festival, along with the companies, organizations, and individuals who have helped make them possible.

Stay tuned for more information—new events and attractions are being added!



ATTRACTIONS

- * Snowshoe rentals — Tiff Nature Preserve
- * Cross-country ski rentals — Campus Wheelworks
- * Skyway Seneca St. ramp tubing hill — Uncle Sam's Army Navy Outfitters
- * Guinness Book of World Records Ice Maze — Roaming Buffaloes & Arctic Glacier Ice
- * Horse and Carriage Rides — Eden Carriage Company
- * Beer tent with live music — Pearl Street Grill and Brewery
- * Powder Keg Beer — Pearl Street Grill and Brewery
- * Giant see-saws — Buffalo Barn Board
- * Buffalo Indie Market — Mary Stephens McGinnis
- * Skating rink and curling demonstrations
- * Igloos — Boy Scouts and Campus Wheelworks
- * Hot pretzel carts
- * Hot cider press — Chateau Buffalo
- * Public art project — Griffis Studios
- * Hot chocolate — Chow Chocolat
- * Ice bar — Pearl Street Grill and Brewery
- * Vendors ice carvings — Integrity 1 Catering
- * Bike taxi — Thomas Woods
- * Chiavetta's and Sahlen's Buffalo Place outdoor grill station

EVENTS

- * Mass mini-snowman building — Springville Middle School Brook Grant
- * Erie Hills bike race — Twilight Series
- * Snow volleyball
- * Broomball
- * Snow soccer — Futbol Club of Buffalo
- * Kan Jam tourney — Chris Katanzaro
- * 5k running race — Fleet Feet
- * Rescue sled relay races
- * Police vs. Fire Departments athletic contest
- * Soup and chili cook-off — Waterline Cafe
- * Sunday Bloody Mary contest
- * Sunday morning stuffed hot pepper contest
- * Rick Smith hashing event — Hash Hound Harriers
- * Kite flying — Great Lakes Kitefliers Society
- * Snow kite surfing expo — Myers Kite Surfing and Eclipse Kites
- * Saint Bernard parade — Molly Sanders Clauss
- * Pancake breakfast — Pearl Street Grill and Brewery and Earl Ketry
- * Public school marching band
- * Polar bear swim — Buffalo Niagara Riverkeeper
- * Fire spinners — Burn Buffalo and Potter Dee
- * Hiking — Buffalo Hike Club
- * Fireworks — Premier Pyrotechnics

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