



## **COLD WEATHER DOESN'T STOP MORE THAN 25,000 FROM CELEBRATING NEW YEAR'S EVE BALL DROP**

*Electric Tower Hosts 21<sup>st</sup> Annual Celebration*

While the temperatures plummeted into single digits for the 2009 Ball Drop, held at Iskalo Development's Electric Tower, the enthusiasm was high as an estimated 25,000 hardy souls braved freezing temperatures to ring in the New Year, while also honoring the University at Buffalo's football team's success.

When the crowd counted backwards from ten to one, the New Year's ball descended from the sky in synch with its sister in New York's Times Square. As the countdown concluded at midnight, a 15-minute fireworks celebration with music entertained the celebratory crowd.

"I guess tonight is where we separate the casual Ball Drop goers from the hard-core Ball Drop goers," Paul B. Iskalo, president and CEO, Iskalo Development Corp., announced in reference to the temperatures. "This event is about community spirit and it is that community spirit which will help support the UB Bulls as they go to the International Bowl on January 3<sup>rd</sup>."

This year's major event sponsor of the Ball Drop was Independent Health. Other sponsors included Iskalo Development, the Buffalo Police Athletic League, 7 News WKBW-TV, New Era Cap Company, Buffalo Place, Russell Salvatore, O'Brien Boyd PC, Time Warner, Chef's Restaurant and Awnings Plus.

97 Rock's Larry Norton and Dave "DJ Jickster" Gick hosted the evening from the New Era Cap Stage, which featured a video tribute to 2008 and video appearances by UB Football coach Turner Gil and players. A VIP party, attended by the Honorable Byron Brown, Mayor of the City of Buffalo, was held for more than 200 guests inside the historic Electric Tower. Proceeds of the event benefitted the Buffalo Police Athletic League.

One of the most recognizable buildings in the Buffalo skyline, the Electric Tower has been returned to its original grandeur including the comprehensive restoration of the building lobby and common areas, and a full building mechanical system replacement. The building combines modern office amenities with the charm and character present only in a true landmark setting. For more information on the Electric Tower, visit [www.electrictower.com](http://www.electrictower.com).



*Fireworks light up the Buffalo sky as 25,000 people celebrate the 2009 New Year's Eve Ball Drop at Iskalo Development's Electric Tower.  
(Photo courtesy of Joseph M. Cascio)*

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