



60,000 REVELERS CELEBRATE NEW YEAR'S EVE BALL DROP

Electric Tower Hosts 22nd Annual Celebration

On December 31, 2009, 60,000 celebrants convened in Roosevelt Plaza to celebrate the 22nd annual New Year's Eve Ball Drop, held at Iskalo Development's Electric Tower. Mild temperatures in the low 30's and recent media buzz were largely responsible for a crowd three times larger than the previous year when temperatures were in the teens.

As the crowd counted backwards from ten to one, the New Year's ball descended from the sky in synch with the ball in New York's Times Square. The countdown concluded at midnight and a 15-minute fireworks celebration with music entertained the celebratory crowd. A VIP party, attended by the Honorable Byron Brown, Mayor of the City of Buffalo, was held for more than 150 guests inside the historic Electric Tower



*Fireworks light up the Buffalo sky as 60,000 people celebrate the 2010 New Year's Eve Ball Drop at Iskalo Development's Electric Tower.
(Photo courtesy of Joseph M. Cascio)*

Just two weeks earlier, only mainstay financial sponsor, Independent Health, and presenting sponsors Iskalo Development, the Buffalo Police Athletic League, and 97 Rock had committed to the event, leaving the Ball Drop with less than half of the funds necessary to be held.

Citadel Communications, owners of 97 Rock, and WKBW-TV Channel 7, which broadcasts the event, brought the Ball Drop's plight to the attention of the general and corporate public. As a result, Upstate New York Transplant Services and the Buffalo Sabres Foundation jumped into action and pledged the remaining sponsorship dollars.

"The economy faced some challenges this past year and it came down to the wire as to whether this great tradition would continue," Paul Iskalo, president and CEO, Iskalo Development, said. "We were all very happy to hear that Upstate New York Transplant Services and the Buffalo Sabres stepped up to close our sponsorship gap, and it demonstrates how deeply woven this event is as part of the fabric of our community."

97 Rock's Larry Norton and Dave "DJ Jickster" Gick hosted the evening, and the Quizmaster entertained the crowd with trivia questions and prize giveaways.

For more information on this event or the Electric Tower, visit www.electrictower.com or contact Jonathan Gill at 716.633.2096 or jdgill@iskalo.com.