



For Immediate Release!

NCCC “Monster Truck Block Party Jam” For N.F. Elementary School Children Proves Successful

(Niagara Falls, ON) *Monday, June 14, 2010* -- The **Niagara Convention & Civic Centre** (NCCC) hosted a special “Monster Truck Block Party Jam” this past Saturday, June 12th, for Niagara Falls elementary school students who had distinguished themselves, through academic achievement and/or positive character trait qualities.

The end of school jam, held next to where construction on the Centre continues, proved to be a roaring success with boys and girls. Monster trucks **Shockwave** and **Crazy Train** were on site with their drivers, displaying these impressive 10,000 lbs machines. Along with games and other activities, children and their families enjoyed free pizza, snacks and prizes.

“The Centre values the role it will play in both the local community and the region,” said Kerry Painter, NCCC President and General Manager. “This is the beginning of our efforts to make a positive difference, in not just economic terms for the business community, but also in the lives of our citizens and employees.”

About the Niagara Convention & Civic Centre

The Niagara Convention & Civic Centre is to be a new 288,000 square foot convention facility located in Niagara Falls, Canada --- just a mere 500 yards from the breathtaking Canadian Horseshoe Falls. When completed, it will feature: an 82,000 square foot exhibition hall; a 17,000 square foot ballroom; an intimate 1,000 seat theatre, and 26,500 square feet of flexible meeting space. The Centre will officially open its doors in April 2011. Presently, the sales and marketing staff are accepting convention and meetings bookings.

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For further information or images of this event, please contact:

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