



PRESS RELEASE



Niagara Falls NY Mayor Paul Dyster, Buffalo Sabres, Dearborn Street Community Association and Niagara Sport Commission to be Honored at 6th Annual Binational Star Awards Ceremony March 10

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The 2011 Binational Summit will kick-off on Thursday, March 10, 2011 at 5:30 p.m. at the Americana Conference Resort & Spa, Niagara Falls, ON with an Opening Reception that includes the Binational Star Awards Ceremony, Binational Cornucopia Food & Wine Event and 1812 Bicentennial Cultural Showcase, co-hosted by Marta Moszczenska, Canadian Consul General in Buffalo and Kevin Johnson, U.S. Consul General in Toronto.

The winners of the 2010 Binational Star Awards are:

- Political Sector – Niagara Falls NY Mayor Paul Dyster
- Private Sector – Buffalo Sabres
- Not-for-Profit Sector – Dearborn Street Community Association
- Frontline Service Sector – Niagara Sport Commission

“We are pleased to announce these 2010 award winners in recognition of their exemplary binational leadership, partnership, innovation and advocacy for binational trade and tourism in the cross-border Niagara Region” advised Arlene White, Executive Director of the Binational Economic & Tourism Alliance. “Our honorees are:

Niagara Falls NY Mayor Paul Dyster, for his political leadership and ongoing support for cross-border initiatives that maintain and enhance the important economic, cultural and social relationships that our binational region has, recognizing the impact this has on Ontario, New York State and both our countries. Mayor Dyster has been a member of the Niagara 10, the political leaders of the Niagara River communities, since assuming his role as mayor in Niagara Falls, and has served on a wide variety of binational organizations and panels, thanks to his roots in this binational community and background and experience in international government relations.

The Buffalo Sabres have been an important part of our binational community for more than 40 years, and in 2010, successfully delivered the World Junior Hockey Championship at the HSBC and Niagara University Arenas. Recognizing that 65% of the audience for that event was Canadian, the Sabres worked closely with a binational team of partners from government, business, tourism, academia and the broader community to maximize the opportunities that an international event of this caliber brings to a region. From planning through delivery, they focused on showcasing our binational region to the world and generating new economic development opportunities for our cross-border communities.

The Dearborn Street Community Association took a new initiative introduced in 2008, the 1812 Bicentennial Art of Peace Garden Project, and literally planted the seeds to a unique and wonderful community revitalization and economic development project in their neighborhood. The first group in Western New York to launch a Bicentennial Peace Garden in 2010, this association has brought together members of their community to plant, tend, and foster new partnerships and a new direction for their residents through this project.

The Niagara Sport Commission is a new organization focused on fully developing and integrating sport in the Niagara Region for the community health, economic and tourism benefits it provides. Executive Director Scott McRoberts, a graduate of Brock University, was invited to join the Host Organizing Committee of the World Junior Hockey Championship early in 2010, and he and his team were instrumental in the development, coordination and delivery of Canadian and U.S. student volunteer services for the event, which included communications, transportation, guest services and a variety of other responsibilities throughout the 11 day event.”

The Opening Reception takes place from 5:30 to 9:00 p.m., with greetings from U.S. and Canadian Political leaders beginning at 6:15 p.m., immediately followed by the award ceremony from 6:35 to 7:00 p.m.

Guests will enjoy an 1812 Bicentennial Cultural Showcase – music, dance, visual arts and more - while sampling liquid offerings from a variety of cross-border wineries and breweries, paired with sumptuous entrée and dessert tastings courtesy of the Chefs and Culinary students from our binational culinary schools.

Tickets for the evening are \$55 or \$500 for a table of 10 and are available through the Binational Summit website.

The Summit continues March 11 from 8:00 a.m. to 5:00 p.m., focusing on three key initiatives underway that are helping to reinvent our binational region - global gateways, sport tourism, the 1812 Bicentennial – and the organizations and services that are making this change possible.

The Binational Summit is a partnership event of the Binational Economic & Tourism Alliance, Niagara College, Niagara University, University at Buffalo, Brock University, Erie County Industrial Development Agency, Niagara Region, the Bicentennial Legacy Council and Niagara Sport Commission.

For complete details call 1-877-884-2736 ext 157 or go to www.btapartners.com

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