



News

December 23, 2008

BUFFALO BALLDROP TO HONOR UB FOOTBALL TEAM ON NEW YEARS EVE 2008/2009

A press conference was held this morning to announce details of the 21st annual Buffalo Ball Drop & Fireworks Display, held annually at Iskalo Development's Electric Tower in downtown Buffalo and presented by 97 Rock (WGRF-FM). This year's event will honor UB Bulls Football on the stage in Roosevelt Square as the team prepares for the International Bowl in Toronto, to be played on January 3rd.

97 Rock (WGRF-FM) morning show personality Larry Norton once again will be hosting the show and the fireworks. The radio station started the Ball Drop as a gift to listeners and the City of Buffalo upon their return to the airwaves 21 years ago.

"Every year, we do something different for the 40,000 or so hardy folks who come down to see us," Norton said. "This year we have a special celebration of our University's champion gridgers as they finish their most successful season on record."



Paul Iskalo joins organizers of the New Year's Eve Ball Drop to announce this year's event details.

The Ball will drop in synch with its sister in New York's Time Square and a giant fireworks display will start immediately. The show is choreographed to classic rock music for 15 minutes at multiple launch points on the tower.

The event begins at 10:30 p.m. with entertainment from 97 Rock's Norton and station deejay Dave "DJ Jickster" Gick from the New Era Cap Stage. A presentation looking back over the last year will be played on the giant video screen. This is produced courtesy of Channel 7 Eyewitness News WKBW-TV, the TV sponsor of the Ball Drop for the entire 21 years.

Mainstay sponsor Independent Health is again the major presenter and is bookending the night with their First Night Buffalo family activities at the Convention Center from 5 to 10 p.m. and the Ball Drop.

"Independent Health is pleased to sponsor the Buffalo Ball Drop to help ring in the New Year," said Michael W. Cropp, M.D. president and chief executive officer. "We recognize the New Year is a time for making resolutions, setting new goals, and making a fresh start. This often starts with more exercise, eating right and taking better care of yourself. Independent Health is dedicated to helping people fulfill those resolutions through a variety of health and wellness programs, activities and events. Take a step toward a healthier life this year and let it begin with the Buffalo Ball Drop on New Year's Eve."

"We now have the second largest Balldrop in the United States," said John Hager, operations manager for Citadel Broadcasting Buffalo, owner of 97 Rock. "This is a testament to our people and the people who help us put this huge event on, the Police Athletic League's Sue Gonzalez and Paul Iskalo of Iskalo Development, owner of the beautiful Electric Tower, and Buffalo Place."

Additional sponsors include Russell Salvatore, who is providing for the giant fireworks display, Time Warner, Chef's Restaurant, Awnings Plus, and New Era Cap Company.

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