

Batavia Downs announces marketing partnership with Riviera Theatre

Officials from Batavia Downs Gaming & Hotel last week Thursday announced they entered into an agreement with the Riviera Theatre, located in North Tonawanda, whereby both properties will help promote each other's musical events.

Each Riviera Ticket will have a free play coupon, valid at Batavia Downs, for attendees of the Riviera's events. The theater will display signage onsite noting Batavia Downs as a major sponsor of their facility. General admission tickets will also be on sale for the Michael DelGuidice Show (celebrating the music of Billy Joel) at the Riviera Box office for the discount price of \$10.

Batavia Downs will be giving away tickets to select Riviera events to customers via drawings, all while advertising those upcoming events on its website and social media pages.

"The live entertainment industry is coming back in a big way," said Henry Wojtaszek, president and CEO for Batavia Downs Gaming & Hotel. "We hope that by partnering with another facility we are able to help a fellow venue owner, and also provide more prizes in the form of Riviera tickets to our great guests here. We want the people of Western New York to continue to support local live events, which keep so many of our friends and neighbors employed."

Riviera Theatre Executive Director David Fillenwarth said, "Batavia Downs has been a major sponsor for the Riviera Theatre over the last three years. We are excited to partner with Batavia Downs to collaborate and help each other market our shows. The entertainment industry struggled as a whole the last two years, and we are always looking for new ways to promote and host great concerts. Batavia Downs shares that same vision, and this will open the door for bigger and better things to come in the future at both venues. I think we can all agree that there is always room for more live concerts in our lives."

Officials from Batavia Downs

also announced continuing promotions for purchasing tickets at the Lucky Treasures Gift Shop in the Batavia Downs lobby through Valentine's Day, with \$15 in free play for each ticket purchased.

Those wishing to buy tickets online for upcoming Batavia Downs Events can visit <https://www.bataviacconcerts.com>. Tickets for upcoming Riviera Theatre Events can be found at www.rivieratheatre.org/upcoming-events/. Tickets for select events at the Riviera Theatre are given away via drawings on Wednesday nights at Batavia Downs.

Western Region Off-Track Betting Corp. is a public benefit corporation with headquarters in Batavia. WROTB owns and operates 11 branches, as well as Batavia Downs Gaming, a standard bred racetrack and gaming facility. Since its inception, Western Region OTB has generated over \$232 million in operating and surcharge revenues to the taxpayers of participating municipalities.

Billed as the "Showplace of the Tonawandas," the Riviera Theatre was built during the year 1926. After being purchased by The Riviera Theatre and Organ Preservation Society in 1989, volunteers have been dedicated to restoring, maintaining and utilizing the theatre. The Riviera offers a wide array of live musical performances, performing arts and educational opportunities, while being preserved as a historic landmark with the most well-maintained, and regularly performing, Wurlitzer organ in the nation.

Niagara Wine Trail names new executive director, officers

The Niagara Wine Trail has named Susan Swiatkowski as its new executive director. In addition, new officers have been chosen to lead the organization for 2022.

A Niagara Falls native, Swiatkowski comes to this position after various management roles with Destination Niagara USA, Old Falls Street USA, the Hard Rock Cafe and the Downtown Niagara Falls Business Association. As executive director, she provides leadership and support in planning and administration of the 14-member Niagara Wine Trail. She also helps organize wine trail experiences, fundraising and events, public relations and marketing efforts, and manages relationships with partner businesses.

Swiatkowski works closely with the newly reelected Niagara Wine Trail officers: Shane Gustafson, chairperson and owner of A Gust of Sun Winery & Vineyard in Ransomville; Bryan DeGraw, vice chair and owner of 810 Meadworks in Medina; and Danielle Neglia, secretary and owner of Long Cliff Vineyard & Winery in Sanborn.

The Niagara Wine Trail will celebrate its 20th anniversary this May. The organization comprises 14 member wineries, situated between the Niagara Escarpment and Lake Ontario,

stretching through Niagara, Orleans and Monroe counties. Each winery on the trail offers a diverse selection of traditional vinifera-style, native, late harvest and ice wines, as well as unique styles such as award-winning fruit wines, meads and ciders. Its mission is to "work cooperatively to enhance the wine industry in the region" through an array of intimately authentic and charming guest experiences.

For more information on the Niagara Wine Trail or its upcoming events, visit www.NiagaraWineTrail.org, or follow the Niagara Wine Trail on Facebook and Instagram.



Susan Swiatkowski

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