

August 7, 2009

**\* \* \* For Immediate Release \* \* \***

## **LIGHT THE LAKES READY FOR BLAST OFF**

*CHAUTAUQUA COUNTY, NY* - Light the Lakes is pleased to announce it's ready for blast off for its second annual year. Last year Light the Lakes made history attracting a record breaking attendance of 250,000 visitors to our region and this year's spectacle promises to bring even more visitors and excitement as we light the Chautauqua Sky in one of the largest fireworks displays in North America!

"If ever there was a year to promote, stimulate and revitalize our region it is now. This project was a huge success and a proven winner for everyone county wide," said Dan Dalpra, Light the Lakes founder.

The 2<sup>nd</sup> Annual Light the Lakes will take place during Labor Day weekend with the big "take-off" on Sunday, September 6. Highlights include: 12th Annual Findley Lake Harvest Festival, a special performance from AB-BAMANIA, featuring a tribute to the Swedish super group ABBA on the Floating Stage, Bemus Point, NY; air communication with special event pilot, Lou Nalbene, Jamestown Aviation Company; the lighting of the flares for the 'Ring of Fire'; and new this year, Water Fires - all lead up to the grand finale!

At 10:10 p.m. – BLAST OFF – the spectacular lighting of the Chautauqua Sky begins. At each "take-off" location the fireworks will run simultaneously to a specially programmed music piece. Light the Lakes music soundtrack, will be aired exclusively on Media One Group radio stations SE93 (93.3 FM) and WJTN (1240 AM) as well as reports from all of the host communities!

"Our plans for this year's event are unfolding as we explore adding Water Fire displays, special appearances from Astronaut's, remote media broadcast from all locations involved, and community events around the region," said Dalpra.

This year's locations for "take off" include: Bemus Point (event headquarters), Findley Lake, Jamestown Savings Bank Ice Arena – laser show, Mayville/Chautauqua and Westfield/Barcelona.

Light the Lakes is sponsored by Bemus Bay Pops; Chautauqua County Chamber of Commerce; Chautauqua County Visitors Bureau; County of Chautauqua Industrial Development Agency; Cummins, Inc.; Media One Group (WJTN/SE93/WKSN/WHUG/WQFX/WREO); and WGRZ-TV.

~more~

This year, take home a piece of Light the Lakes history with a special souvenir poster. Posters will be available for sale at each location - for purchase locations email [lighthelakes@yahoo.com](mailto:lighthelakes@yahoo.com). For up-to-date information on Light the Lakes visit [www.ilovenylakes.com](http://www.ilovenylakes.com).