



**CITY OF NIAGARA FALLS
MEDIA RELEASE**

**6th Annual
Sleep Cheap Reservation Date Announced**

Date: Thursday October 14, 2010

For Immediate Release

Niagara Falls, Ontario. It's finally time! Reservations for the 6th Annual Sleep Cheap Charities Reap event can be made starting **Monday October 18, 2010 at 7:00 a.m.**

Sleep Cheap Charities Reap will take place over four nights from Monday, November 15 to Thursday, November 18, 2010. Minimum donations for rooms this year are: \$35 per night for a standard room, \$45 for a Fallsview room, \$65 for a whirlpool room, and \$85 for a room with access to a waterpark.

Niagara's finest hotels have come together for this great cause to offer **over 5,000** of their rooms to Niagara Region residents only for the four day event to benefit local charities.

Local attractions participating in the 6th Annual event include:

- **Bird Kingdom**, located at 5651 River Road, is the worlds' largest indoor, free flying aviary with spectacular, exotic birds from around the world. They are open from 10:00 am to 5:00 pm and will be offering half price admission during the Sleep Cheap event with the donation of a non-perishable food item for Project Share. Discounted tickets will cost:

Adults	\$8.50 + tax
Seniors	\$7.50 + tax (ages 55+)
Children	\$6:00 + tax (ages 4-15)

- **Cheap Skate** for a loonie per person minimum donation to charity, enjoy a family skate at the beautiful new Gale Centre. Free hot chocolate will be served in the Sleep Cheap Mezzanine (named for the event's contributions to the Bob Gale Recreation Fund) on the second floor of the E.S. Fox Pad. Cheap Skate times at Gale Centre are as follows:

Monday, November 15	4:30 p.m. to 5:30 p.m.
Tuesday, November 16	4:00 p.m. to 6:30 p.m.
Wednesday, November 17	3:30 p.m. to 5:00 p.m.
Thursday, November 18	3:30 p.m. to 5:00 p.m.

All participating hotels and extra features are listed in the attachment of this release. This list will be posted on the City of Niagara Falls website, www.niagarafalls.ca, and the Niagara Falls Review website, www.niagarafallsreview.ca. The list will be kept up to date, indicating the hotels that have “sold out” their available rooms.

Our community has had great success over the last five years with the Sleep Cheap Charities Reap event, raising over \$700,000 to benefit local charities! Participation on the part of hoteliers, attractions and the community has been overwhelming, and the financial support Sleep Cheap has provided to local charities invaluable. We look forward to keeping the momentum going with this year’s event!

Applications for charities to share in the proceeds of Sleep Cheap will be available on-line starting Monday. Some of last year’s recipients were Niagara Falls Big Brothers/Big Sisters, Wellspring Niagara, Bethlehem Projects of Niagara and Niagara Regional Children’s Safety Village.

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