



DECEMBER 16, 2004

# Press Conference Held to Kick Off 17th Annual Ball Drop

*Event Proceeds to Benefit the Buffalo Police Athletic League*

The press came out to cover the official announcement that Citadel Broadcasting's 97 Rock will once again present their 17th annual gift to the City of Buffalo, the Buffalo Ball Drop & Fireworks Display! The press conference took place in front of the Electric Tower.

Mayoral Assistant Tom Gleed and 97 Rock morning personality Larry Norton greeted the crowd, introducing the major presenting sponsors.

Independent Health, 97 Rock's partner for the last 10 years, was represented by CEO Dr. Michael Cropp.

Jim Ball of Jim Ball-Pontiac-Buick-GMC-Resale in Orchard Park spoke to the crowd along with Police Athletic League Executive Director Sue Gonzalez.

Paul B. Iskalo of Iskalo Development Corp, new owner of the venerable Electric Tower, presented remarks along with unveiling the 2005 Ball Drop logo. "As the new owner of this historic landmark, Iskalo is pleased to be able to host this region's premier New Year's Eve event at the Electric Tower. Modeled after the Tower of Light at the 1901 Pan-American Exposition, this building has always been associated with great Buffalo celebrations." he said.

Larry Norton recognized the assistance of the sponsors and Buffalo Place, who was represented by Peggy Beardsley.

Three Buffalo TV stations, Business First's Jim Fink, and the Buffalo News' Tom Buckham covered the event along with the station that has been the TV presenter since 1988, 7 News, WKBW-TV.



Larry Norton looks on as Paul B. Iskalo delivers his comments

**"Downtown is currently experiencing a rejuvenation of office, residential and finally - retail development. Iskalo Development is enthusiastic about our role in this renaissance."**

**Paul B. Iskalo, President  
Iskalo Development Corp.**

