

Press Release

Niagara Area Business Association
P.O. Box 252
Niagara, WI 54151

Contact:
Daniel Freeman
906 282 4179
d.freeman@paindiagnostics.net

February 24, 2017.

Trails by Candlelight Event in Niagara is a Huge Success

The Niagara Area Business Association (NABA) hosted their third annual Candlelight Ski and Snowshoe Event on Saturday, February 4th at the Niagara Riverside Trails in Niagara, WI. The event started at 5:45pm but cars began streaming in at 5:30pm with approximately 150 participants attending the event.

The event featured two lighted loops and over 300 hundred luminaries. While it was a bit chilly out, the clear sky and bright moon was a treat for skiers and snowshoers alike. After completing the course, participants lingered to enjoy the bonfire, hot dogs, and hot drinks provided as part of registration. Almost \$2,000 were raised to support maintenance of the Niagara Riverside Trails as well as a supporting the Niagara School System and local community.

A special thanks to the Dickinson Area Community Foundation, Maryhill Manor of Niagara, Spine Pain Diagnostics Associates, Uptown Lanes, Back N Balance Chiropractic, and M Bank for being generous sponsors of the event.

“Each year this event gets better and better. Our NABA members put so much hard work into making this event a success. We are so proud of our town and this awesome trail system. We

hope to have an even larger event next year!” said Daniel Freeman, NABA Member and Public Relations Manager and Spine Pain Diagnostics Associates.

The Niagara Area Business Association’s mission is to provide a platform that encourages the growth and support of our local businesses through business networking opportunities and special events which support and enhance our community. New members are always welcome.

For more information, visit www.niagarawi.com.



New signs were installed on the trails letting participants know where to go and highlighting sponsors.