



MAYOR BYRON W. BROWN



FOR IMMEDIATE RELEASE

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MAYOR BYRON W. BROWN AND CONSUMER'S BEVERAGES PRESENT
STAND OUT TO SALUTE

This first-of-its kind citywide salute to our Veterans, and a tribute to our Healthcare workers, with a coordinated, multi-location fireworks displays for families to enjoy from their homes
Memorial Day Weekend

Buffalo, NY – Mayor Byron W. Brown and Consumer's Beverages, in coordination with other great Western New York partners, are pleased to present "Stand Out to Salute", an innovative and creative Memorial Day Weekend fireworks display like no other. In the spirit of the holiday, and in celebration of our community and everyone who has done their part to help guide Buffalo and Western New York through these unprecedented times, "Stand Out to Salute", a multi-location fireworks display, is scheduled for Saturday, May 23, 2020 at 9:30 p.m. for people to enjoy from their homes. The rain date is Sunday, May 24, 2020 at 9:30 p.m.

Mayor Brown stated, "There's no better way to show our appreciation for our service men and women, as well as our area's healthcare workers, than by hosting "Stand Out to Salute" this Memorial Day weekend. The COVID-19 emergency may have required us to come up with a new approach to our traditional events, but we still have the same goal: to honor and pay our respects to our Veterans. I thank Consumer's Beverages for teaming up with us to light up Buffalo's skies on Memorial Day weekend in a safe way that honors physical distancing guidelines, and I encourage all of our residents to 'Stand Out to Salute' on May 23rd."

To prevent mass gatherings of people, fireworks will be shot off from four undisclosed launch sites citywide. Each of the launch sites, located on the East Side, West Side, North Buffalo and South Buffalo, were carefully selected to maximize the amount of people who will be able to enjoy the show from their homes.

With many people unable to attend traditional Memorial Day gatherings, "Stand Out to Salute" was created as a way for the City to still pay tribute to the many servicemen and women who have fought, or who are fighting, to protect our freedoms, and to those who have made the ultimate sacrifice in defending our country. The citywide Fireworks Displays will also feature a special finale designed to salute the area's Healthcare Workers, who have served on the front lines of the COVID-19 pandemic.

WECK AM/FM owner Buddy Shula has committed to provide the live broadcast soundtrack that celebrates our local heroes, which can be heard live as it happens on WECK's four different frequencies (1230AM,

102.9FM, 100.1FM, 100.5FM). It can also be heard live with the free WECK Mobile App, on live stream at weckbuffalo.com, and on your voice activated device, like 'Alexa'.

"Consumer's Beverages is privileged to be part of the Memorial Day Weekend "Stand Out to Salute" to honor all of our brave servicemen and women who have paid the ultimate sacrifice for our country. Additionally, we thank the frontline workers and their families and the entire community who have been dealing with this pandemic in such a selfless fashion," said Neil Kavanaugh President, Consumer's Beverages.

"Stand Out to Salute" is presented by the 17 area Consumer's Beverages locations, with the pyrotechnics being launched by Skylighters. The fireworks display has also been made possible because of the generous support of the Buffalo Bisons Charitable Foundation, Try-It Distributing, the Greater Buffalo Area Honda Dealers, MP Carol Hardwood, WNY Immediate Care, and WECK Radio.

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