



FOR IMMEDIATE RELEASE
March 10, 2011

Media Contact:
Tony Astran
Publicity Manager
Seneca Gaming Corporation
Phone: 716-501-2066
E-mail: TAstran@snfgc.com

DAVE MASON *POSTPONES* MARCH 11 CONCERT AT SENECA NIAGARA CASINO

New concert date rescheduled for July 2

NIAGARA FALLS, N.Y. – Seneca Gaming Corporation regrets to announce that the Dave Mason concert tomorrow night on Friday, March 11 at 8 p.m. in the Bear's Den Showroom at Seneca Niagara Casino & Hotel is postponed. Mr. Mason severely injured his left ring finger and will be unable to perform for approximately six weeks.

The show has been rescheduled for Saturday, July 2 at 8 p.m. Guests may retain this weekend's tickets for the new date.

Tickets purchased at any Seneca Casino must be returned to their original point-of-purchase location for a refund. Those who purchased tickets through Ticketmaster may seek a refund at any Ticketmaster location, online at Ticketmaster.com or by phone at 800-745-3000.

The show for singer, songwriter and guitarist Dave Mason has been sold out for more than a month. Mr. Mason is the founding member of the band Traffic and is known for songs such as "Feelin' Alright," "We Just Disagree" and "Hole in My Shoe."

Seneca Niagara Casino & Hotel is home to a great array of live entertainment and its 440-seat Bear's Den Showroom provides an intimate venue with no seat further than 40 feet from the stage. Upcoming shows include Leo Kottke on Friday, March 18; Gary Puckett & The Union Gap Band on Saturday, March 26; and Ricky Skaggs on Friday, April 1.

The next concert at Seneca Niagara Casino & Hotel takes place Saturday, March 12 at 8 p.m., as romantic crooner and "Rock Era" icon Bobby Vinton performs at the 2,400-seat Seneca Niagara Events Center. Limited tickets remain on sale and start at \$25.

About Seneca Niagara Casino & Hotel

Seneca Niagara Casino & Hotel is located just minutes from the world-famous Niagara Falls in Western New York, near the Canadian border. Guests can enjoy 147,000 square feet of gaming space with 4,000 slot machines and 100 table games, 10 dining locations, live entertainment and a AAA Four Diamond Award-winning, 26-story hotel with 594 hotel rooms, a spa and salon, fitness center and indoor pool. Please visit www.senecaniagaracasino.com for more information.

#