Home of the Buffalo Sabres to be Renamed First Niagara Center

Two great brands ensure that Western New York's premier sports and entertainment venue continues to be named for a company with deep roots in the community --

(August 25, 2011) -- The home of the Buffalo Sabres is now the First Niagara Center. First Niagara's excited to announce a new marketing partnership with the National Hockey League team for the naming rights to the 18,690-seat home of the Sabres and Western New York's premier sports and entertainment facility.

"We are excited to partner with the Pegula family and a team that not only shares our love for the Buffalo Niagara region, but our commitment to creating a winning franchise that attracts top talent and serves as a source of pride for Western New York," First Niagara President and Chief Executive Officer John R. Koelmel said. "First Niagara's investment ensures this downtown landmark and home of Buffalo's beloved Sabres remains named for a company with deep roots in Western New York."

Calling the deal "the most significant sports sponsorship agreement in Western New York history," Ted Black, President -- Buffalo Sabres, added that this sponsorship agreement is "a marriage of the two hottest brands in the entire Western New York region."

The naming rights agreement announced today is just the latest in a series of First Niagara investments in the region the bank has called home since 1870. The company has been investing in infrastructure and job creation in its City of Buffalo headquarters neighborhood and new-job creation across New York State. Anyone who loves Upstate New York, too, is invited to share their stories at www.Facebook.com/WeLoveUpstateNY.