

# MEDIA RELEASE

FOR IMMEDIATE RELEASE - JANUARY 11, 2010

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**ICEON**  
ICE CARVING FESTIVAL  
**WHYTE**

january 14 to 24 . 2010

monday - friday 2 pm - 10 pm  
saturday & sunday 10 am - 10 pm

festival park . old strathcona  
85 avenue & 104 street  
edmonton . alberta

## ICE COLD FACTS...

NATIONAL ICE CARVING ASSOCIATION (NICA) SANCTIONED COMPETITION WITH NATIONAL & INTERNATIONAL ARTISTS FROM CANADA, AFRICA, SWEDEN, NEW ZEALAND AND RUSSIA

\$2 ADMISSION

INTERACTIVE CHILDREN'S PLAY AREA

A COOOOOL ICE SLIDE BY EPCOR

NIGHTLY ENTERTAINMENT FROM 7-9 PM IN THE HEATED VAN HOUTTE CAFE (IN SUPPORT OF THE CANADIAN BREAST CANCER FOUNDATION)

MEDIA CARVING CHALLENGE

PUBLIC PHOTO CONTEST

FURNISHED ICE CASTLE SHOWHOME BY SABAL HOMES

## THE 7TH ANNUAL ICE ON WHYTE FESTIVAL IS ALMOST HERE!

CONSTRUCTION HAS BEGUN AND IT'S ONLY DAYS AWAY UNTIL THE OFFICIAL OPENING ON JANUARY 14TH AT 2 PM.



**LOOK AT THE SLIDE AND THE CASTLE TOO! COMIN' ALONG NICELY...EXCITING!**



**SO MANY DIFFERENT THINGS TO SEE THIS YEAR! NEW THINGS EVERYDAY!**

FOR MORE INFORMATION ON THE FESTIVAL GO TO [WWW.ICEONWHYTE.CA](http://WWW.ICEONWHYTE.CA)



**COME WARM UP BY THE FIREPLACE?? IT'S THE LARGEST 'SHOW HOME' ICE CASTLE IN THE CITY AND IT'S ALMOST READY TO GO!**

**THERE IS OVER 72,000 LBS. OF ICE ON SITE. WE'VE BUILT AN INTERACTIVE KIDS AREA THIS YEAR! FUN FOR THE WHOLE FAMILY!**

