

MEDIA RELEASE

FOR IMMEDIATE RELEASE - JANUARY 17, 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 RUSSIANS CAME, THE RUSSIANS CONQUERED!

AND THE WINNERS ARE...

3RD PLACE WINNERS

TEAM NAME: SCOTT AND KEE

SCOTT HARRISON AND KEE GAWAH

CALGARY, AB AND STOCKHOLM, SWEDEN

SCULPTURE TITLE: BRANCHING OUT

PHOTO: KEE GAWAH, SCOTT HARRISON AND FUTURE CARVER MAXIM



2ND PLACE WINNERS & PEOPLE'S CHOICE AWARD WINNERS

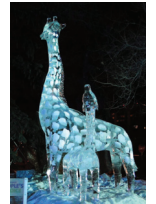
TEAM NAME: OUT OF AFRICA

RUSTY COX AND TAMARA QUINN

ZANZIBAR, TANZANIA AND ARMENA, AB

SCULPTURE TITLE: STRETCHED

PHOTO: RUSTY COX AND TAMARA QUINN



1ST PLACE WINNERS & ARTIST CHOICE AWARD WINNERS

TEAM NAME: ICE ART OF SAKHA

FYODOR MARKOV AND VLADIMIR IGNATJEV

REPUBLIC OF SAKHA, RUSSIA

SCULPTURE TITLE: MEET HER LIFE

PHOTO: FYODOR MARKOV & VLADIMIR IGNATJEV



SO FAR...

OVER 10,000 PEOPLE VISITED

ICE ON WHYTE ON SATURDAY JANU 15

CHILDREN'S ICE SLIDE NOW OPEN!

SNOW SCULPTURE STARTS MONDAY AND THE
RUSSIANS ARE STAYING TO HELP WITH THE CARVING!

FOR MORE INFORMATION ON THE FESTIVAL GO TO
WWW.ICEONWHYTE.CA