

MEDIA RELEASE

FOR IMMEDIATE RELEASE - JANUARY 20, 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

EVERYBODY DID THE MINUS 5 DANCE!!!

THE TEMPERATURE WILL BE ABSOLUTELY PERFECT FOR THE FINAL WEEKEND OF ICE ON WHYTE!!



SNOW SCULPTURE IS ALMOST COMPLETE!



THE RUSSIAN TEAM WISH US "WISDOM AND LONG LIFE"

BACK BY POPULAR DEMAND! THEY BROUGHT DOWN THE HOUSE ON SATURDAY AND WE'RE BRINGING 'EM BACK! SUNDAY, JANUARY 24, FROM 8 - 10 PM, JOIN THE BOOGIE PATROL AND DANCE THE ICE AWAY AT THE ICE ON WHYTE MELT DOWN PARTY!

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