



## Blue Cross RiverRink at Penn's Landing November 23, 2007 – Sunday, March 2, 2008

The Blue Cross RiverRink at Penn's Landing ice skating season runs from the day after Thanksgiving through the Sunday, March 2, 2008. The Blue Cross RiverRink at Penn's Landing is a unique winter, health-oriented venue, the only outdoor skating rink in the region. Special Event weekends include Opening Weekend Festivities, Skate With Santa in December, Holiday Week between Christmas and New Year's, New Year's Eve Festivities, KidsFest in January and Sweet Treat Weekend in February.

**Pricing:** Displays range from \$1,500 per day depending on setup logistics, season sponsorship is \$20,000.

**Attendance:** 150,000-180,000 skaters and non skating family members per season.

**Demographics:** Families on Weekend Days, Tweens, Teens and Young Adults on weeknights and weekend nights.

**Time:** Monday – Thursday Nights 6-9pm, Weekends Noon - 1am.



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