



Blue Cross RiverRink at Penn's Landing Friday, November 27, 2009 – Sunday, February 28, 2010

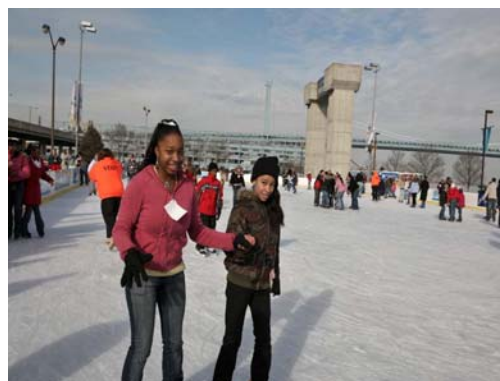
The Blue Cross RiverRink at Penn's Landing ice skating season runs from the day after Thanksgiving through the Sunday, February 28, 2010. The Blue Cross RiverRink at Penn's Landing is a unique winter, health-oriented venue, the only outdoor skating rink in the region. Special Event weekends include Opening Weekend Festivities, Navy Ships for Army-Navy Football Game in December, Skate With Santa in December, Holiday Week between Christmas and New Year's, New Year's Eve Party on Ice, KidsFest and Tropical Paradise on Ice in January and Sugar and Spice on Ice and Sweetheart Skate in February.

Pricing: Displays range from \$1,500 per day depending on setup logistics, season sponsorship is \$25,000.

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, Friday Nights 6pm-1am, Weekends Noon - 1am.



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