



For Immediate Release

Contact: Renee Moore
Renee Moore Public Relations
602-920-4345
renee@reneemoorepr.com

Demand for Ice in the Valley Prompts Scottsdale's Ice Den Center to Add Third Rink

Scottsdale (June 2, 2011) -- North Scottsdale's [Ice Den Center](#) is pleased to announce that construction of a third ice rink is underway. When completed, the Ice Den will be the only triple-ice facility in the state, further recognizing this Valley facility as one of the top ice facilities in the nation. The 30,000 sq. ft. addition will alleviate the demand for ice time, play host to non-ice sports and events and bring a wealth of marketing and sponsorship opportunities to companies wanting to reach the Ice Den's diverse audience of more than 700,000 visitors per year.

Celebrating its 13th anniversary this month, The Ice Den Center was originally completed in June 1998 as the home training facility for the Phoenix Coyotes with public skating, hockey and figure skating programs a secondary priority. As the Phoenix Coyotes moved their home to Glendale (while still holding practices at the Ice Den), on-ice sports and events at the Ice Den not only remained, but flourished as management focused intently on their in-house programs as well as creating new opportunities like the Coyotes Curling Club which has called the Ice Den "home" since 2002.

Mike O'Hearn, president of the Ice Den explains, "The demand for ice time is significant. We have the largest youth and adult hockey programs in the state and our 'Learn to Skate' program is not only the largest in the state, but ranks third in the nation. In addition, we have curling along with numerous subsets of skating programs and hockey training that we haven't been able to expand upon between our current operating hours of 5 a.m. - 1 a.m., seven days a week. Just as important, this addition will allow us to host national USA Hockey tournaments, which require a minimum of three ice sheets."

"A third sheet of ice means availability to host more practices for the Phoenix Coyotes," O'Hearn added. He says, "We have a wonderful relationship with the team and intend to grow on it. Now that the Coyotes know they are secure for at least one more season, it's our hope that they continue to utilize the Ice Den as their home-away-from-home. Once they have solidified their long-term status in the Valley, perhaps the Ice Den could be a more permanent location for daily practices."

With complete support from the City of Scottsdale, the talented architect Tom Betti of [292 Design Group](#) and experts at [RJM Construction](#), completion of the third rink is expected in November 2011.

-more-

“The greatest difference between the new sheet of ice and the existing two will be the concrete subfloor,” said O’Hearn. “This will allow us to bring the ice down for several months during the spring and summer months to use a turf field for indoor sports such as soccer, lacrosse and sports camps. We’ll also be able to use the rink as a venue for trade and exhibition shows, conventions and even graduations.

“There aren’t many new facilities around Arizona with a ‘free span’ construction space of 17,000 sq. ft. (the size of an NHL ice sheet) – which makes an excellent selling feature to not only those who will want to rent the space for events, but for those companies looking for excellent marketing and sponsorship opportunities.”

The Ice Den Center has continued to grow and evolve over the 13 years that it’s been open to the public. Once a single tenant facility hosting exclusively the Phoenix Coyotes, the Ice Den will soon become a 175,000 sq. ft. retail, training, entertainment complex which already houses cafés, restaurants, retail shops, a high-level fitness club and corporate tenants. O’Hearn said, “It’s a rare find that something of this nature exists because of its core product -- skating. We have evolved into a family gathering place -- a critical piece of the fabric of this community.”

The Ice Den Center, located in North Scottsdale, is a state-of-the-art ice skating and entertainment center and still home to the NHL's Phoenix Coyotes Hockey club who practice at the facility on a regular basis. It is also home to a [Mountainside Fitness](#) training center, an [Over Easy](#) breakfast diner, [18 Degrees Neighborhood Grill](#), Divalicious – a boutique for women and Coyotes Ice Sports pro shop. Since opening in June 1998, the Ice Den has revolutionized the ice skating industry in Arizona and has quickly become a community gathering place for many valley residents. Its open-air design and NHL regulation surfaces make it a facility uniquely capable of fulfilling the diverse sports and entertainment needs for many Arizona families and businesses.

For more information, www.coyotesice.com or call 480-575-7465. Become a fan on Facebook at <http://www.facebook.com/iceden> or follow on Twitter at <http://twitter.com/#!/iceden>.

###