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FOR IMMEDIATE RELEASE

**PHILADELPHIA'S ONLY OUTDOOR ICE SKATING RINK
THE BLUE CROSS RIVER RINK AT PENN'S LANDING
RE-OPENS FOR 14th SEASON**

Philadelphia, PA (November 6, 2007) – It is time to Think Rink, as a favorite winter tradition in Philadelphia, the Blue Cross RiverRink at Penn's Landing opens for its 14th anniversary season on Thanksgiving weekend. Featuring three months of ice skating fun, the Blue Cross RiverRink is the perfect way to enjoy the great outdoors in a way that is good fun and good for you too!

The Blue Cross RiverRink will be transformed into a Royal Celebration as it re-opens officially at 12 Noon on Friday, November 23, 2007 with the first skating of the season. For the fourteenth season on Philadelphia's waterfront, the Blue Cross RiverRink is located on Columbus Boulevard at Market Street. Featuring an outdoor Olympic size rink overlooking the Delaware River, and an indoor heated facility with a snack bar, game room and more, the Blue Cross RiverRink, will open with a celebration fit for a King and Queen with free activities for kids. Families are invited to bring their little prince or princesses in costume to take part in the celebration.

The Royal Celebration, for the official opening of the Blue Cross RiverRink on November 23, 2007, will begin as a horse-drawn carriage arrives at the Rink with two skating princesses. The princesses will cut the ribbon and invite all the families to join her on ice for the first official public skating session of the season. The celebration continues with free face-painting and free make-and-take-crafts where kids can make their own royal crowns or tiaras. Opening Day guests will also be invited to have their photo taken in a magical sleigh and walk away with a free photo keepsake of their visit to the Blue Cross RiverRink. Free activities will take place from 12:00 Noon until 5:00 p.m.

and regular skating sessions will continue throughout the evening.

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“Skating at the Blue Cross RiverRink has become a tradition for my family as well as thousands of other Philadelphians,” said Joseph Brooks, acting president of Penn’s Landing Corporation. “With a perfect view of the Ben Franklin Bridge, ice skating at the Blue Cross RiverRink is a great way to get the whole family outdoors to enjoy fresh air and healthy wintertime fun. With only 101 days to skate, we hope everyone comes to the Blue Cross RiverRink to create their own wintertime traditions and memories.”

Regular skating session hours are Monday to Thursday evenings from 6:00 p.m. – 9:00 p.m. and Friday hours: 6:00 p.m. – 8:00 p.m., 8:30 p.m. – 10:30 p.m., and 11:00 p.m. – 1:00 a.m. Saturday hours are: 12:30 p.m. – 2:30 p.m., 3:00 p.m. – 5:30 p.m. 6:00 p.m. – 8:00 p.m., 8:30 p.m. – 10:30 p.m., and 11:00 p.m. – 1:00 a.m. and Sunday hours are: 12:30 - 2:30 p.m., 3:00 p.m. - 5:30 p.m., and 6:00 p.m. – 9:00 p.m. Special Holiday Hours are available at www.riverrink.com. Children’s activities compliment special themed events on scheduled weekends. Skating admission is extremely affordable at only \$6 and skate rental is available for \$3. Convenient parking is also available on site for only \$8.

The rink season also features a live DJ and or Karaoke every Friday and Saturday night from 9:00 p.m. – Midnight. Skating Lessons are available on Sunday mornings from 10:30 a.m. until 12 Noon. Special Sled Skating Sessions for people with disabilities are available Sunday from 9:30 a.m. until 10:30 a.m. Reservations for these special sessions are required. To make a reservation for skating lessons or sled skating sessions, call 215-925-RINK.

Independence Blue Cross is the founding and presenting sponsor of the Blue Cross RiverRink. Independence Blue Cross cardholders will receive \$2.00 off admission. Other supporters include: Commerce Bank, the Philadelphia Coca-Cola Bottling Company, NBC 10 and the Greater Philadelphia Tourism Marketing Corporation.

The Blue Cross RiverRink at Penn's Landing, Philadelphia's only outdoor public ice rink, is located on Columbus Boulevard at Market Street. For more information on skating sessions, ice skating lessons, birthday parties or private receptions, please call 215.925.RINK or visit www.riverrink.com.

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