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FOR IMMEDIATE RELEASE

**SKATE THROUGH THE HOLIDAY SEASON AT THE BLUE
CROSS RIVERRINK
EXTENDED HOURS FOR THE HOLIDAYS!**

Philadelphia, PA (December 17, 2007) - The Blue Cross RiverRink at Penn's Landing, the only completely outdoor Olympic-size ice skating rink in Philadelphia, is the perfect place to spend the holidays. The Blue Cross RiverRink is open throughout the entire winter season with additional skating sessions during the holidays including special sessions on Christmas Eve, Christmas Day, New Year's Eve, and New Year's Day.

Visitors will enjoy the unique setting of this outdoor rink decorated with a huge (near 30 ft.) Christmas tree generously donated by a Philadelphia resident through the Fairmount Park Commission Tree Donation program. The entire venue will be adorned with colorful lit spheres and holiday decorations, as the Blue Cross RiverRink comes alive for the holidays.

The annual New Year's Eve Party on Ice, presented by the Philadelphia Coca-Cola Bottling Company, takes place at the Blue Cross RiverRink on Monday, December 31, 2007 with a special skating session from 11:00 p.m. to 1:00 a.m. Guests will also delight in a perfect spot to view the spectacular fireworks display- right on the ice! This is the best non-alcoholic New Year's party featuring food, music, entertainment, and a great view of the fireworks over the Delaware River at midnight. Tickets are limited and on sale at www.riverrink.com. The price is \$30 for skaters and \$20 for spectators. Advance New Year's Eve parking passes are available online for party-goers only for \$20.

Holiday skating sessions with extended hours run from December 24, 2007 to December 31, 2007. The rink is open on all holidays including Christmas Eve, Christmas Day, New Year's Day, Martin Luther King Day (January 21, 2008), and President's Day (February

18, 2008) from 12:30 p.m. – 2:30 p.m., 3:00 p.m. – 5:30 p.m. and 6:00 p.m. – 9:00 p.m. Special skating session times for December 26 through December 31 are as follows: 10:00 a.m. – Noon, 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. on Friday, December 28 and Saturday, December 29, 2007.

Admission is \$6 for each session and skate rental is just \$3. Convenient parking is available on-site for just \$8. Skate to a live DJ every Friday night, and live karaoke available on Saturday night throughout the season.

Independence Blue Cross is the founding and presenting sponsor of the Blue Cross RiverRink. Other Sponsors include: Commerce Bank, the Philadelphia Coca-Cola Bottling Company, NBC 10, the Bulletin Newspaper, 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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