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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 15<sup>th</sup> SEASON**

Philadelphia, PA (November 10, 2008) – It's time to Think Rink, as a favorite winter tradition in Philadelphia, the Blue Cross RiverRink at Penn's Landing re-opens for its 15<sup>th</sup> 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 host a Philly Sports Fan Pep Rally as it re-opens officially at 12 Noon on Friday, November 28, 2008 with the first skating session of the season. For the fifteenth 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 Philadelphia Sports Fans of all ages with free activities for the entire family. All fans are encouraged to wear their favorite team's jersey for a discounted admission and in honor of this Pep Rally Celebration.

The Philly Sports Pep Rally celebrating the official opening of the Blue Cross RiverRink on November 28, 2008, will begin with the pomp and circumstance of a High School Marching Band with Rinky as the Drum Major welcoming everyone to another season. Team mascots, Sportscasters and radio personalities will cut the ribbon and invite all in attendance join them on ice for the first official public skating session of the season.

The Pep Rally continues with free team logo face-painting and free sports themed activities such as a football toss and video game sports. Opening Day guests will also be invited to have their fan photo taken with their favorite mascot or a cut out of their favorite player 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 – 5:00 p.m. and regular skating sessions will continue throughout the evening.

Professional football player, **Quintin Mikell** will make a personal appearance from 1:00 p.m. – 2:30 p.m. A young, athletic safety with a knack for making plays, Mikell (pronounced MICHAEL) proved he was a force to be reckoned with last season when injuries to Brian Dawkins and Sean Considine thrust him into the starting lineup. One of six rookie free agents to make the opening day roster in 2003, Mikell has posted a team-leading 121 special teams tackles during that time span and was voted the Eagles special teams MVP in 2005 and 2006. Mikell earned a four-year contract in 2007, which will keep him in Philadelphia through 2010.

“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 95 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 and other extended sessions are outlined at [www.riverrink.com](http://www.riverrink.com). Skating admission is extremely affordable at only \$7 and \$8 for Friday and Saturday night sessions and skate rental is available for \$3. Convenient parking is also available on site for only \$10.

The rink season also features a live DJ every Friday and Saturday night from 9:00 p.m. – Midnight. Skating Lessons are available on Sunday mornings from 10:30 a.m. – 12 Noon. Special Sled Skating Sessions for people with disabilities are available Sunday from 9:30 a.m. – 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: TD Bank, CBS 3 and the CW Philly 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](http://www.riverrink.com).

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