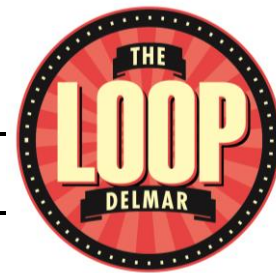


ATTN: ❄️ **Media Advisory**



WHAT: ❄️ **12th Annual Loop Ice Carnival**

Friday, January 13, 2017: Snow Ball

- * **Snow Ball Party at Moonrise Hotel** 8pm-Midnight at the Rooftop Bar and Twilight Room. (21 and over)
Dress to impress in your Casual, Cozy, or Icy Cool attire. Prizes awarded for Snow Ball King and Snow Ball Queen. All Attendees will receive a cup of Moon Punch, plus a drink ticket. Admission: \$5 donation or two non-perishable items.

Saturday, January 14, 2017: Family Fun

- * **NEW: Ferris Wheel** 10am – 4:30pm on Delmar at Skinker. Receive a S'mores afterwards, while they last! Rides \$5
- * **NEW: Fire Performers** The Flux Infernos heat things up with choreographed partnered routines including fire breathing, fire eating, flaming hula hoops, rope darts, meteor hammers, and so much more!
Market in The Loop at 6655 Delmar from noon – 6pm.
- * **Back By Popular Demand: Zip Flyte** Thrill to the longest, tallest mobile zipline in the world that measures 350 feet long and 32 feet tall – at Delmar and Leland from 10am – 5:30pm. Rides \$10
- * **\$1,000 in Ice Cubes Giveaway** Collect ice cubes from 8 stores throughout The Loop to receive your share of \$1,000 CASH prize. 1,000 different ice cubes will have a dollar coin frozen inside and 9,000 cubes will have chocolate coins. Either way, you win! From 11am 'til they're gone.
- * **Live Ice Carving Demos (with chainsaws!)** by Ice Visions outside Fitz's from noon – 4pm.
- * **Ice Slides** Family fun next to Blueberry Hill all day.
- * **5-K & 10K Frozen Buns Runs** 10am start at Blueberry Hill. Stlouistriclub.com/get-active/frozen-buns-run
- * **Human Dog Sled Races:** 16 teams competing for prizes and bragging rights. 1pm – 3pm at The Pageant.
- * **Frozen Turkey Bowling** 11am – 5pm on Delmar at Limit Ave. Try your hand at knocking down a few pins, with a frozen turkey twist! Free to participate. Prizes awarded.
- * **Putt-Putt Pub Crawl** Noon – 4 pm. Free entry, 10 wild and crazy holes, great prizes, golf attire optional. Start at any of the 10 participating locations. Door prizes and awards presented at Cicero's at 6pm.
- * **Temporary Tattoo Scavenger Hunt** Collect all 19 temporary tattoos from Loop businesses – then come claim your prize at The Pageant. From 11am 'til they're gone.
- * **Skateboards in The Sky** Noon-4pm. Exhilarating skateboarding demo on top of the Moonrise Hotel by No Coast Skateboarders. Open to all with waiver.
- * **Cosmonauts on Ice** Two Moonrise Rooftop stations sampling Ketel One & Crown Royal from 1 – 4pm

Bring your camera – pose with “Penguins” walking along the street, test your strength against the **Ice Breaker** with a sledgehammer, see Stilt Walkers, Jugglers, Magicians, and **Fire Performers**. Experience the world's longest and tallest mobile **Zipline**, S'mores Roast, **Ferris Wheel**, 40+ ice sculptures and enjoy specials at 145 unique shops, restaurants & more!

WHERE: 6000-6600 Delmar in The Loop – **FREE!**

PUBLIC: For more information (314) 727-8000 + www.VisitTheLoop.com

MEDIA: For more information, please contact Jessica Bueler from the Delmar Loop at (314) 938-8000 or email at VisitTheLoop@gmail.com or contact David Van Camp from Ice Visions at (314) 821-1204 or email at DVC@IceVisions.com

