

# Athletica *NEWS*

## Athletica Gives Saint Paul the All-Star Treatment

*Athletica Covers St. Paul Rinks, From 2004 Ice Palace To NHL All-Star Game Weekend Events*

In early February, St. Paul, MN was in the spotlight for two world-class events: The NHL All-Star Game and the St. Paul Winter Carnival. With headquarters located in Minneapolis, MN, and as a Preferred Rink Equipment Supplier for the NHL, Athletica was proud to be part of both events.

The St. Paul Winter Carnival's 2004 Ice Palace featured a Crystaplex ice rink manufactured by Athletica. Just across the street, the 2004 NHL All-Star Game festivities took place. The NHL All-Star FANTasy event was held February 3 - 7, and utilized a variety of Athletica rink systems for interactive events (see story and photos below). The busy week culminated in the world-televised NHL All-Star Game, hosted at St. Paul's Xcel Energy Center, which features Athletica's Crystaplex ice rink system.

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The St. Paul Winter Carnival's 2004 Ice Palace incorporates an outdoor ice rink from Athletica

Photo courtesy of PROEX Photo & Portrait

## NHL FANTasy Becomes Reality

The 2004 NHL All-Star FANTasy's interactive play area, staged in the lower level of the Saint Paul RiverCentre, was all about connecting the fans with the game. Three of Athletica's most versatile systems, GamePlex, Border Patrol Portable and NHL COOLAir rinks were chosen to help deliver hands-on fun. With each offering unique benefits, all three rink systems are durable, easy to set up, and provide flexibility in programming.

According to Kris Loomis, Events and Entertainment for the NHL, this year's addition of the GamePlex rinks really rejuvenated the Street Hockey attraction. "GamePlex's design flexibility allowed us to construct two rinks at a size that would work within our show floor, and still give our guests the freedom to display their hockey skills."

To learn more about rinks for event promotion, skill development and/or educational programs, please contact Athletica's portable rinks division at 800.809.RINK, ext. 4, or visit [www.athleticainc.com](http://www.athleticainc.com).

Border Patrol Portable rink systems were used throughout the NHL FANTasy event, including panels set up in straight lines for skills-testing lanes, and small-sized rinks set up for younger-aged hockey play.



The NHL COOLAir inflatable rink system was utilized for everything from in-line hockey to wheelchair hockey games.



Athletica installed two small (60' x 40') GamePlex rinks directly onto the finished concrete floor of the RiverCentre for the Street Hockey area.

**MULTI-SPORT**inks

## Buckeyes: All Fun and GamePlex

### The Ohio State University Offers Outdoor Recreation Options

What do you do when student focus groups are calling for updated recreational facilities that service more people, instead of the 30-year old tennis courts in disrepair that service only 2 to 4 people? The Ohio State University (OSU) called on GamePlex for a solution.

As part of a major campaign to renovate indoor and outdoor recreational facilities on campus, The OSU Residential Life and Physical Facilities departments worked together to convert existing tennis courts to a multi-purpose recreational rink. After visiting many facilities, they made the decision to permanently install a 118' x 82' GamePlex rink system. "We were impressed by the other GamePlex customers we spoke with, as well as the

durability and price of the system," commented Bruce Maurer, Associate Director for Satellite and Outdoor Recreation Facilities at The OSU.



**Location, Location, Location**  
Installed in a campus residential hall area, the rink has attracted user interest from the moment installation was complete.

"Over the past two years, we have had an overwhelming response to the rinks, which are regularly used by 200-300 people a night," said Maurer. "Ohio State prides itself on diversity throughout campus, and this rink facility certainly reflects that. Activities have included indoor soccer, roller hockey, street hockey, broomball, dodgeball and more. The students are really happy with the facility. With the interest shown in this rink, we hope to build a full-size roller hockey facility with professional-style dashers soon."

For more information on GamePlex rink systems, contact Paul Glover at 800.809.7465, ext. 228 or e-mail him at [pglover@athleticainc.com](mailto:pglover@athleticainc.com).



**INDOOR**inks

## Puckmasters Synthetic Ice Training Center Is The Real Deal

Puckmasters Hockey Training Center in Marlborough, MA is a first-class, one-on-one hockey training center operating year-round - with a twist. In this rink, when practice heats up, the ice doesn't melt. The skating surface is made of synthetic ice. Synthetic ice performance is 80 - 90% of natural ice without the cold,

maintenance, and costs associated with refrigeration.

Outfitted with hybrid indoor inline/ice rinks, newly coined Border Patrol Pro 5500 systems, this facility has three separate training areas:

- Main training area (68' x 30')
- Goalie training area (35' x 30')
- Shooting and stickhandling gallery (30' x 25')



Pat Nugent, GM and Hockey Director for Puckmasters Marlborough, loves the new Pro 5500 rink systems. "I'm very happy with the performance of the rinks, and the success of the facility."

For more information on Border Patrol Permanent Indoor rinks, please contact Brian Stang at 800.809.RINK, ext. 221, or [bstang@athleticainc.com](mailto:bstang@athleticainc.com).

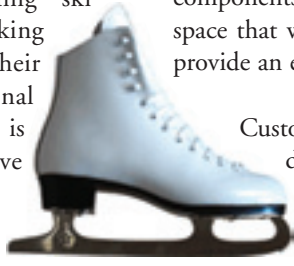
**FOR SALE: Used GamePlex and Border Patrol Portable Panels**

For more information, call Athletica at 1.800.809.RINK, dial ext. 228 for GamePlex interest, and ext. 213 for BP Portable interest.

**FACILITY**products

# Superior Skate Solutions

Putting your customer's feet into damp, smelly or hardened/dried out rental skates is now a thing of the past! With 20+ years of experience and technology with storage and drying systems in the demanding ski industry, Advanced Racking Systems is bringing their expertise to the recreational arena market, and Athletica is proud to be the exclusive distributor.



designed to accommodate 280 pairs of skates in just 40 square feet. Considering the quality all-steel frame construction, industry-leading low voltage electrical and blower components, as well as the significant space that will be saved, these systems provide an exceptional value.

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For your skate solutions, contact Athletica Arena Services at 1-800-576-1132 (Canada) or 1-800-809-RINK ext. 214 (USA).



**ICERinks**

# Crystaplex Rinks in St. Paul

(continued from cover)

The 118th Saint Paul Winter Carnival ran from January 22 - February 8, and lived up to its reputation as "The Coolest Celebration on Earth!" Despite sometimes below-zero temperatures and a snowstorm, an estimated one million visitors flocked to see "The Legacy in Ice." In the middle of the palace grounds stood a Crystaplex ice rink, open for public skating and some organized hockey events. As expected of Winter Carnival goers, it's never too cold to skate!

Across the street at the Xcel Energy Center, the NHL All-Star Game was played on the home ice of the Minnesota Wild, which features one of Athletica's latest rink innovations, the GlassFlex impact-absorbing shielding system. Manufactured to address the stiffness of seamless glass during aggressive play, the GlassFlex system allows movement of the dasher board shielding on impact through a patented clip and channel system. Athletica's GlassFlex earned NHL approval for use in its arenas by demonstrating through a series of engineering tests that the GlassFlex system is up to 55% more flexible than supported acrylic systems.



*The puck dropped for the 2004 NHL All-Star Game at the Xcel Energy Center.*

Athletica debuted its new GlassFlex system in April 2003 at the Xcel Energy Center. Since then, Athletica has installed GlassFlex in seven more NHL arenas (Montreal, Ottawa, Calgary, Nashville, Vancouver, Philadelphia, and Phoenix), and in 8 college arenas (Union College, Yale University, St. Anselm College, Harvard University, Brown University, and both University of Wisconsin-Superior and -River Falls locations). Athletica will be introducing GlassFlex at the community level next, where the benefits of impact-absorbing shielding systems may be even more in demand.

For more information on GlassFlex or any of Athletica's Crystaplex ice rink systems, contact us at 800.809.RINK.

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## Ice Rinks

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*Athletica Rinks Out And About in St. Paul*



## Multi-Sport Rinks

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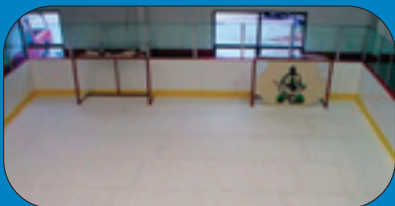
*Buckeyes Exercise Options With GamePlex*



## Indoor Rinks

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*Synthetic Ice Training Centers Are Hot*



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