

MEDIA ALERT / PHOTO OPPORTUNITY

FOR IMMEDIATE RELEASE

January 18, 2023

Verona Ice Arena Breaks Ground on New Ice Rink

I.C.E., Inc., the non-profit owner/operator of Verona Ice Arena, will hold a groundbreaking ceremony on January 21, 2023, at Verona Ice Arena. The ceremony will celebrate the preliminary demolition and foundation work that has started on the south side of the existing building. After intense planning and fundraising efforts, Verona Ice Arena has officially begun the construction process to expand the current facility with a second ice rink, off-ice training facilities, additional team locker rooms, and custom varsity locker rooms for the Verona Area and Edgewood High Schools.

Verona Ice Arena has served the skating needs of the Verona area for more than 25 years, hosting youth hockey programs, figure skating sessions, recreational skating opportunities, and a State Championship high school varsity hockey team. Joel Marshall, manager of Verona Ice Arena and the Verona High School head coach, has seen the community's growth and demand for ice time overwhelm the single-ice sheet facility: "Hockey and ice skating have seen phenomenal increases in the last 15 years, and we want to let everyone enjoy our rink. A second sheet of ice will increase the opportunities for girls to play hockey, and it will allow us to open up more times for general skating."

The current target for completion is next winter, and fundraising efforts are ongoing. To date, seventy percent of the \$8 million goal has been raised.

WHEN: Saturday, January 21, 2023
10:00 a.m.

WHERE: Verona Ice Arena
451 E. Verona Ave., Verona, WI

Event Activities/Visuals

- Outdoor groundbreaking ceremony and further remarks indoors
- B-roll opportunities: various youth hockey games being played throughout the day

On-site Contact and Interview Opportunity

- Joel Marshall 608-695-6680 – Verona Ice Arena Manager & Verona High School Head Hockey Coach

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