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NEWS RELEASE

Contact: Kara de Alvare
Marketing Coordinator, Downtown Holland
44 West Ninth Street, Holland, MI 49423
616-796-0472 | k.dealvare@cityofholland.com
www.downtownholland.com

DOWNTOWN HOLLAND'S ICE SCULPTING COMPETITION TO TAKE PLACE THIS FRIDAY, JANUARY 9 AND SATURDAY, JANUARY 10.

HOLLAND, MI — Come watch the ice fly during Downtown Holland's annual Ice Sculpting Competition this Friday, January 9 and Saturday, 10. Some of the nations best professional ice carvers and talented collegiate carvers from across the Midwest will compete in the annual two-day event, braving the cold and snow to transform 300 pound blocks of solid ice into glistening works of art. The Ice Sculpting Competition is proudly sponsored by Crown Motors and West Michigan Honda Dealers.

“Crown Motors and West Michigan Honda Dealers are pleased to partner with Downtown Holland for the second year in a row to bring the Ice Sculpting Competition to the community,” said Crown Motors General Manager Brad Siegers. “We hope everyone will join us this Friday and Saturday for this fun-filled, family-friendly event.”

The competition kicks off on Friday, January 9 with a professional carving demonstration and a compulsory collegiate competition from 6:00 pm – 8:00 pm right on Eighth Street in Downtown Holland. Once the sculptures are completed, the competitors will then be challenged to move their sculptures, which can easily weigh over 100 pounds, to display areas across the street. The sculptures will be on display throughout the rest of the weekend.

On Saturday, January 10 from 10:00 am – 12:30 pm five professional ice carvers will begin work on their two to three block ice sculptures that are guaranteed to impress! Then from 12:30 pm – 4:30 pm the students will join the professionals in a freestyle competition to create their own frozen masterpieces, using everything from chainsaws and chisels to power drills, hot irons and torches. These sculptures pieces will remain on display through Sunday, January 11.

Crown Motors, member of West Michigan Honda Dealers, is a growth-oriented automotive products and services company that has been serving the Holland community for the past 27 years. With three locations in Holland, Michigan, Crown Motors strives to provide a ministry to the people in the community. Crown Motors and West Michigan Honda Dealers will be hosting an interactive ice sculpture on Saturday, January 10 in

front of Alpen Rose Restaurant (4 East Eight Street) during the Ice Sculpting Competiton, so be sure to bring your camera! Don't miss the specialty ice sculptures commissioned by Downtown Holland businesses, the Apothecary Gift Shop (35 West Eighth Street) and Crane's In The City (11 East Eight Street), too!

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