



Celebrate SMG-managed Van Andel Arena®'s 20th anniversary at Halloween Open House on October 23

Free holiday-themed family event a “thank you” to community members for 20 years of support

Grand Rapids (October 11, 2016) — [Van Andel Arena](#) has been celebrating its 20th anniversary this year, and the party is set to keep going. The venue is inviting the community to celebrate at the **Halloween Open House** on **Sunday, October 23** from **12:00 PM – 4:00 PM**.

The event is free and open to the public as a way for Van Andel Arena to show gratitude for the support of the community over the past 20 years.

Plenty of activities and freebies are planned for the Halloween-themed event. The first 5,000 people through the doors will enjoy a free hot dog, popcorn, and Pepsi, and the first 2,000 people will be given a treat – a 20th birthday cupcake.

Other activities to enjoy are costume contests, a live DJ, trick-or-treating and bag decoration stations, Halloween photo stations, self-guided tours of the building, ticket giveaways, and more, including a chance to take a slapshot on the ice, shoot hoops on the basketball floor, and have your picture taken with a Zamboni.

The event will be a fun-filled, family-friendly day and guests are encouraged to show up in costume to get into the Halloween spirit.

About SMG

SMG has managed DeVos Place since 1994 and Van Andel Arena since 1996. Founded in 1977, SMG provides management services to more than 240 public assembly facilities including convention and exhibition centers, arenas, stadiums, theatres, performing arts centers, equestrian facilities, science centers and a variety of other venues. With facilities across the globe, SMG manages more than 14.4 million square feet of exhibition space and over 1.75 million sports and entertainment seats. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming, construction and design consulting, and pre-opening services for such landmark facilities as McCormick Place & Soldier Field in Chicago, Moscone Convention Center in San Francisco, Houston's NRG Park and the Mercedes-Benz Superdome. SMG also offers food and beverage operations through its concessions, catering and special events division, SAVOR, currently servicing more than 130 accounts worldwide. For more information, visit [smgworld.com](#).

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Van Andel Arena
130 West Fulton
Grand Rapids, MI
49503-2601
616.742.6600

