



# NEWS RELEASE



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## POWER PLAY: NATIONAL HOCKEY LEAGUE AND CITY OF RALEIGH PARTNERS ANNOUNCE THREE-DAY ALL-STAR FAN FESTIVAL

***NHL All-Star Wide Open, Jan. 28-30, Will Include NHL Fan Fair, Food, Games and Music in Adrenalized Winter Wonderland, Headlined by Three Doors Down***

**RALEIGH (December 8, 2010)** -- Raleigh leaders literally took to the ice today to unveil plans for NHL® All-Star Wide Open, a three-day extravaganza in partnership with the National Hockey League (NHL) and the Carolina Hurricanes to celebrate the arrival of the 2011 NHL® All-Star Weekend, Jan. 28-30.

The “all-star” line-up will feature not only hockey’s best, but a free Friday night show at the Downtown Raleigh Amphitheater from the multi-platinum Three Doors Down. The band’s debut sold more than six million albums and produced the smash, “Kryptonite.” Its album, “Seventeen Days,” debuted at Number One on Billboard’s album chart.

NHL All-Star Wide Open will include the following, all adding up to Raleigh’s biggest sports spectacular ever:

- *NHL Fan Fair™*: An hockey fan festival featuring interactive games and attractions, special appearances, Hockey Hall of Fame trophy and memorabilia displays, live TV and radio broadcasts, pin trading and trading card zones, music, food, official NHL All-Star merchandise and dozens of other dynamic activities in the Raleigh Convention Center (Friday-Sunday, Jan. 28-30).
- *All-Star Live @ the Amphitheater*: A series of free concerts from regional and international acts featuring Three Doors Down (Friday-Saturday, Jan. 28-29). The amphitheater is one of many ‘zones’ open to sponsors and bustling with activity.
- *All-Star Streets*: A street party on Fayetteville and Cabarrus Streets in the style of the popular Raleigh Wide Open spectacles (Friday-Saturday, Jan. 28-29).
- *All-Star 5K*: A charity 5K run/walk through Raleigh, starting and ending at the RBC Center, to benefit the *Carolina Hurricanes Kids ‘N Community Foundation* (Saturday, Jan. 29).

Speaking at the ice rink in City Plaza, a focal point of NHL All-Star Wide Open, Mayor Charles Meeker said, “With this all-star partnership, we’ve scored a huge win for the region. The NHL All-Star game is about celebrating the best, and that’s what we’re delivering for international, national and regional fans to enjoy and buzz about for years to come.”

Wake County Commission Chair Paul Coble added, “NHL All-Star Wide Open will not only remind Wake and Triangle residents why this is such an exciting place to live, but introduce thousands of visitors to our region’s unique energy and resources.”

“NHL Fan Fair and NHL All-Star Wide Open will give all fans a chance to be part of the All-Star excitement,” said Don Renzulli, NHL Senior Vice President of Events. “There will be no shortage

of programming, attractions and activities for fans of all ages.”

Meeker, Coble and Renzulli promised more surprises to come. “We are confident this market will be an outstanding host for All-Star Weekend. This event is further proof of how the community has embraced our team and our sport,” said Carolina Hurricanes President Jim Rutherford in a written statement.

Equally enthusiastic is the street party’s presenting sponsor, RBC Bank, which is headquartered in downtown Raleigh. “We’re proud to be the presenting sponsor of NHL All-Star Wide Open, just as we’re proud of our downtown headquarters, our many area branches and our partnership with the Carolina Hurricanes and local youth hockey programs,” said Blake Coules, RBC’s Senior Vice President of the Asset Resolution Group and Real Estate Markets. “RBC Bank is thrilled to be part of this exciting time for the Triangle.”

Expected to draw revved-up guests from near and far, All-Star Wide Open is being planned and promoted by the NHL, the City of Raleigh and Wake County Government, the Carolina Hurricanes, the Raleigh Convention Center, the Greater Raleigh Convention and Visitors Bureau, the Greater Raleigh Sports Council, the Greater Raleigh Chamber of Commerce and the Downtown Raleigh Alliance. Additional key host partners for NHL All-Star Weekend include the Centennial Authority, the State of North Carolina, the Cary Chamber of Commerce and Raleigh-Durham International Airport.

Stay tuned for announcements of more NHL All-Star Wide Open attractions, sponsors and surprises.

The 2011 NHL All-Star Game presented by Discover will mark the first time Carolina has hosted NHL All-Star activities. The League’s mid-season spectacular will take place Saturday, January 29 and Sunday, January 30 and will include Honda NHL SuperSkills® and the 58th NHL All-Star Game presented by Discover at RBC Center. Live television coverage of both nights will be provided by VERSUS in the U.S. and CBC and RDS in Canada. The Honda NHL SuperSkills® will begin at 7 p.m. ET on Saturday, and the 2011 NHL All-Star Game presented by Discover will start at 4 p.m. ET on Sunday.

### **More About NHL Fan Fair™**

NHL Fan Fair™, the official NHL fan festival for the 2011 NHL All-Star Weekend, will come to the Raleigh Convention Center, January 28 to 30. Occupying more than 150,000 square feet of the Convention Center, NHL Fan Fair will offer hockey fans of all ages three fun-filled days of interactive games and attractions, special appearances, Hockey Hall of Fame trophy and memorabilia displays, live TV and radio broadcasts, pin trading and trading card zones, music, food, official NHL All-Star merchandise and dozens of other dynamic activities.

NHL Fan Fair will open to the public on Friday, Jan. 28, from 3 p.m. – 10 p.m.; Saturday, Jan. 29, from 10 a.m. – 7 p.m. and Sunday, Jan. 30, from 10 a.m. – 3 p.m. Tickets purchased in advance will be \$8 for adults and children. Tickets at the door will be \$10 per person. Children under the age of two will be admitted for free. Once inside, fans may enjoy all the attractions for no additional cost. For more information, visit [www.NHL.com/FanFair](http://www.NHL.com/FanFair)

### **More About All-Star 5K**

On Saturday, Jan. 29, the Carolina Hurricanes and the NHL will team up for the NHL All-Star 5K charity run/walk. The spectator-friendly race will loop around the RBC Center, starting at 9 a.m. The race is open to runners and walkers of all ages and abilities and will benefit the *Carolina*

*Hurricanes Kids 'N Community Foundation*. For more information, visit [www.ncraces.com](http://www.ncraces.com).

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