

Private Businesses Provide Boost to 2010 Knickerbocker Ice Festival

Rockland-area Companies Step up to Support Winter Extravaganza

Contact: Jeff Lewis, Group M: (201) 227-0747 x204 / jeff.lewis@groupm.org

Pomona, NY – December 24, 2009 – Dozens of Rockland-area companies have stepped up to lend financial support to the 2010 Knickerbocker Ice Festival at Rockland Lake State Park (www.knickerbockericefestival.com), which is aiming to break the attendance record set at the 2009 event. Financial contributions and donations of goods and services have poured in to help make 2010's festival bigger and better than 2009's record-setting event.

The Knickerbocker Ice Festival, celebrating the 19th century Hudson Valley ice industry, takes place at Rockland Lake State Park (Congers, NY), January 23rd and 24th, 2010.

The 2009 festival was attended by roughly 15,000 from New York, New Jersey and Connecticut. To meet the objectives of the 2010 Festival, the group still needs more help.

"To help us reach our goal of doubling attendance at the 2010 festival, we still need more help," said Maria Rodd, managing director, Knickerbocker Ice Festival, Inc. "Any company or organization that would like to donate their services or financial support is welcome."

"We sponsored the 2009 festival and wholeheartedly support the 2010 event," said Gregory Parseghian, general manager, Best Western, Nyack, NY. "It was a remarkable experience—educational, entertaining and cultural. Best Western is once again proud to be a part of it."

Other activities include an ice carving competition, a Kidz Ice Park (which features an outdoor bowling alley, courtesy of Lucky Strike of West Nyack), bonfires, an historic ice gallery, Artists In the Parks, Cool Crafts for sale, Knick's Canteen (food court) and the Cold Rock Café, educational demonstrations by the Historical Society of Rockland County and Friends of Rockland Lake and Hook Mountain, live dancing with visitor participation, history and shopping tours, and more.

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About the Knickerbocker Ice Festival

In the 19th century, the Knickerbocker Ice Company harvested ice throughout the Hudson Valley. The ice from Rockland Lake was considered the purest, attracting business from as close as New York City and as far as Asia. Knickerbocker Ice Festival Inc (KIFI) is a non-profit organization incorporated for the purpose of implementing the Festival in cooperation with the Palisades Interstate Park Commission. For more info: www.knickerbockericefestival.com.