Buy 2012 Rockland Boulders Ticket Vouchers at KnickerbockerIceFestival.com for a Chance to Win a SHARP AQUOS TV

For immediate release

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Pomona, NY – January 9, 2012 – Rockland Boulders fans that are looking forward to the team's second season this spring have another reason to be eager for baseball: the Knickerbocker Ice Festival has tickets for premium infield box seats for any home game this year available at www.KnickerbockerIceFestival.com. The best part? Ticket vouchers purchased through the Knickerbocker Ice Festival's website until February 29th, 2012, come with a chance to win a 52" AQUOS TV, courtesy of Sharp Electronics of Mahwah, NJ.

Additionally, thanks to the generosity of the Rockland Boulders, a portion of ticket sales generated at www.KnickerbockerIceFestival.com will benefit the programs and events that are featured at the Knickerbocker Ice Festival. Kids will also be able to see the Boulders' mascot, the Boulder Bird, from 1-3pm on both days of the Festival.

The Sixth Annual Knickerbocker Ice Festival 2012 is being held at Rockland Lake State Park on January 28th and 29th.

Each ticket voucher purchased through KnickerbockerIceFestival.com comes with a chance to win a 52" SHARP AQUOS HDTV. Individual raffle tickets for the SHARP AQUOS 52" LC-52LE835U (MSRP $2,399) will also be available

for sale on the Ice Festival's website and at the festival at Rockland Lake State park. The winner will be randomly selected on or about April 30th, 2012, and notified by email.

"Thanks to the Rockland Boulders and Sharp Electronics Corporation for their generosity and their help in making the 2012 Knickerbocker Ice Festival even bigger and better than ever," said Rosemarie Monaco, Co-Producer, Knickerbocker Ice Festival Inc.

"We are pleased to team up with the Knickerbocker Ice Festival to help bring this popular event to Rockland Lake", said Shawn Reilly, Executive Vice President of the Rockland Boulders. "Though we can't play baseball in the winter, we can get out and participate in winter activities, and the Knickerbocker Ice Festival has grown over the years and become a very popular attraction in our area."

For more information about sponsorship opportunities or how to become a volunteer, contact Maria Rodd (mrodd@knickerbockericefestival.com or 845-290-1644) or Rosemarie Monaco (rmonaco@knickerbockericefestival.com or 845-535-3453 x207).

About The Knickerbocker Ice Festival

The Knickerbocker Ice Festival (www.knickerbockericefestival.com), now in its sixth year, celebrates Rockland Lake's history as the epicenter of the ice trade in the 19th century—long before the invention of the household refrigerator. Known for its sparkling, clear water, Rockland Lake was the preferred source of ice for New York City as well as international destinations. Follow us on Twitter: @KnickIceFest.