

Media Alert: Photo/Video ops at the Knickerbocker Ice Festival

Tents from DRASH of Blauvelt going up, ice coming in, everything's being put in place; Volunteers still welcome

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Pomona, New York – January 15, 2010 – Setup for The Knickerbocker Ice Festival, a celebration of the 19th century ice industry in the Hudson Valley, will be getting underway this week. Some major activities are taking place that illustrate how hard the many dedicated community volunteers from Americorps, area schools and corporate sponsors are working to help make this event bigger and better than last year's.

Additionally, if people would still like to volunteer to help out, they can contact Maria Rodd at mrodd@knickerbockericefestival.com.

Several pre-festival set-up activities – and some photo-ops during the festival – are listed below:

- Wed. 1/20 & Thurs. 1/21 Orangeburg's DHS Systems (www.dhssystemslc.com) will be holding set-up demonstrations from 9:00am – 2:00pm. Demonstrations will feature how quickly and easily the shelters are set up and taken down. Several of DHS Systems' DRASH shelters will be used for the KIF Food Court and Info Center/Book Store
- Fri. 1/22 – Spring Valley's Abbey Ice and Spring Water (www.abbeyice.com) to bring in large blocks of ice and place them in various locations throughout Rockland Lake. The ice will be used in various ways, including the Ice Carving Invitational, a competition being held throughout the weekend
- Fri. 1/22 – Volunteers will be helping with final set-up for the festival. Among the volunteers, area Boy Scouts, who are marking the group's 100th anniversary, are setting up warming stations all around the ice festival and then running them on Saturday and Sunday; volunteers from Rockland fire departments are coordinating a large bonfire for Saturday night
- Sat. 1/23 and Sun. 1/24 KIDZ Ice Park – igloo building (thanks to Eskimold), "Winter Bowling" (thanks to Lucky Strike of West Nyack) and a snowball throwing contest.

If you are interested in viewing any of these activities and interviewing the participants and volunteers, please contact Jeff Lewis at (201) 227-0747 x204 / jeff.lewis@groupm.org.

Something for Everyone

Other activities at the Knickerbocker Ice Festival include a KIDZ Ice Park, Artists In the

Parks, crafts tent, 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 dance performances with visitor participation, an historic ice gallery, history and shopping tours, and more.

For more information visit www.knickerbockericefestival.com.

About the Knickerbocker Ice Festival (KIF)

KIF celebrates the history of the ice industry at Rockland Lake State Park. 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. The buildings that once made up the Knickerbocker Ice Company at Rockland Lake State Park have been designated a Clarkstown Historic Site.

About Knickerbocker Ice Festival Inc

Knickerbocker Ice Festival Inc (KIFI) is a non-profit organization incorporated for the purpose of implementing the Knickerbocker Ice Festival in cooperation with the Palisades Interstate Park Commission. Directors: Maria Rodd, Management; Rosemarie Monaco, Marketing and Timothy Englert, PIPC Consultant. The Knickerbocker Ice Festival Inc relies on sponsorships to make the festival possible. Board of Directors: Maria Rodd, president Casablanca Event Planning; Rosemarie Monaco, president, Group M Inc Public Relations and Marketing, Heather Duke, Director of the Rockland County Dept of Tourism; Gretchen Weerheim, Director of Education, Historical Society of Rockland County.