

October 22, 2012

News Release

*For Immediate Release*

## **Mediacom Ice Goes Pink for Breast Cancer Awareness**

Mediacom Ice Park is going pink for breast cancer awareness this week.

Crews will "Pink the Rink" starting Tuesday night, painting the East Rink's ice pink in preparation for weekend of hockey designed to raise awareness and money for the Breast Cancer Foundation of the Ozarks.

The ACHA Div. II Missouri State Ice Bears (8W-4L) will appear in special pink jerseys as they face the University of Iowa Hockeyes at home this weekend — on pink ice. Fans are also encouraged to wear pink. The jerseys will be auctioned off during Saturday's game, with all proceeds going to the Breast Cancer Foundation of the Ozarks.

"They say only real men wear pink, right?" said Joe Combs, Community Olympic Development Program Ice Hockey Head Coach at Mediacom Ice Park, who is coordinating the event. "Hockey is the toughest, hardest-hitting fast-action sport in the world. And nothing compares to watching these athletes give 100 percent surrounded by pink, for such a great cause."

The Ice Bears will also wear their pink jerseys as they march in Saturday's MSU homecoming parade.

Game time is 7 p.m., Friday Oct. 26, and Saturday, Oct. 27. Tickets are \$4-\$8 and are available at Mediacom Ice Park, 635 E Trafficway, or through Missouri State Tix: 417-836-7678 or 888-476-7849. More information is at [missouristatehockey.com](http://missouristatehockey.com).

The Breast Cancer Foundation of the Ozarks is a resource for individuals and families in southwest Missouri and the four-state region impacted by breast cancer, providing financial assistance, emotional support, free mammogram screenings, educational programs and lymphedema garments. More information is at [bcfo.org](http://bcfo.org) or 417-862-3838.

### **Media Advisory**

Mediacom Ice Park staff will begin turning the East Rink pink Tuesday, Oct. 23, about 10:30 p.m. The process includes shaving 3/4-inch of ice from the rink, then hand-misting a special paint onto the remaining ice. When dry, the painted ice is misted with water to build a protective coating before the rink is flooded to rebuild the top 3/4-inch. The whole process takes about 20 hours and will continue until Wednesday evening.

Media outlets interested in viewing the painting process must make arrangements by 5 p.m. Tuesday. For more information, call Joe Combs at 417-866-7444 ext. 237; or Jenny Fillmer

Edwards, Public Information Administrator for the Springfield-Greene County Park Board, at 417-874-2176 or 417-224-5510.