



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Oakland County, Oakland County Parks and Downtown Rochester Announce Third Annual “Fire & Ice Fest” Winter Festival

WATERFORD, Mich. – Jan. 15, 2010 – A tube sledding hill, beer tent and The Big, Bright Light Show are new highlights of the third annual Fire & Ice Fest, set for Jan. 29 and Jan. 30 in Downtown Rochester. Snow shoeing, ice sculptures, dog sled rides and ice skating are among the winter attractions planned. This family event is presented by Oakland County, Oakland County Parks, the Rochester Downtown Development Authority (DDA) and City of Rochester. Events are free to the public.

County Executive L. Brooks Patterson and Rochester Mayor Pro Tem Stuart Bikson will officially open the event Friday at 7:50 p.m. A spectacular fireworks display sponsored by 1st Choice Home Improvement will follow the opening ceremonies on Friday and the closing ceremonies on Saturday near the corner of East Third and Water Streets, at about 8 p.m. each night.

“We want everyone to come out and enjoy what Rochester and Oakland County have to offer,” Patterson said. “We’ve put together a program that is a true celebration of winter. You can learn to snow shoe, take a ride down the tube sledding hill, go on a horse-drawn carriage ride or just enjoy the ice carvings. We live in a state that embraces winter and I hope everyone takes advantage of it. And if you haven’t seen fireworks in winter, you’re in for a real treat.”

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L. Brooks Patterson, Oakland County Executive

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The Oakland County Credit Union TasteFest includes offerings from: Bean & Leaf Café; Gus O’Connor’s Public House; Mind, Body & Spirits; the Royal Park Hotel and Rochester Mills Beer Co., which also will provide beer for the event. An ice carving demonstration is set for Friday evening behind the Rochester Mills Beer Co. and Saturday afternoon at the corner of East Third and Main.

“This event continues to evolve each year,” said Stacey Keast, Rochester DDA events coordinator. “It has become a true community favorite and we are thrilled to work with both Oakland County and Oakland County Parks to host the event.”

More information about the event can be found at www.oakgov.com or www.DowntownRochesterMI.com.

The Fire & Ice Fest is sponsored by Oakland County, Oakland County Parks, the Rochester Downtown Development Authority, City of Rochester, 1st Choice Home Improvement, Oakland County Credit Union, Genisys Credit Union, Shelton Pontiac, Buick, GMC; Rochester Mills Beer Co., Michigan Schools and Government Credit Union and Onyx Ice Arena.

The festival runs Friday from 6 p.m. to 9 p.m., and on Saturday from 12 p.m. to 9 p.m. in Downtown Rochester. The event schedule is as follows:

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Friday, Jan. 29, 2010

- 6:00 p.m. – 9:00 pm Winter Zoobilee! Ice Sculpture Show
Shopping Spectacular
Marshmallow-Roasting
Ice Skating – Bring Your Own Skates! @ Genisys Credit Union Rink
Oakland County Credit Union TasteFest & Beer Tent
Tube-Sledding Run
Ice-Carving Demonstration
Sponsored By: Rochester Mills Beer Co.
Free Horse-Drawn Trolley Rides
Sponsored By: Genisys Credit Union
RAYA Spaghetti Dinner
Big, Bright Trolley Tours
- 6:00 p.m. - Midnight The Big, Bright Light Show
- 7:50 –p.m. – 8:00 pm Opening Ceremony
- 8:00 p.m. Fireworks
Sponsored By: 1st Choice Home Improvement

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Saturday, Jan. 30, 2010

Noon – 9:00 pm	Winter Zoobilee! Ice Sculpture Show Marshmallow-Roasting Ice Skating – Bring Your Own Skates! @ Genisys Credit Union Rink Oakland County Credit Union TasteFest & Beer Tent
Noon – 6:00 pm	Dogsled Demos and Rides (dogs break from 2:30 – 3:30) Sponsored By: Genisys Credit Union
Noon - 8:00 pm	Shopping Spectacular Tube-Sledding Run
1:00 - 4:00 pm	Free Horse-Drawn Trolley Rides Sponsored By: Genisys Credit Union Ice-Carving Demonstration Sponsored By: Genisys Credit Union
12:00 - 6:00 pm	Snow Shoeing Snowmen & Snow Angels Geo-Cache Scavenger Hunt
3:00 - 4:00 pm	Broomball Demonstrations
4:00 - 8:00 pm	RAYA Spaghetti Dinner
6:00 – 9:00 pm	Big, Bright Trolley Tours
6:00 pm - Midnight	The Big, Bright Light Show
7:50 – 8:00 pm	Closing Ceremony
8:00 pm	Fireworks Sponsored By: 1st Choice Home Improvement