



**NEWS RELEASE**

## FOR IMMEDIATE RELEASE

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### **Oakland County, Oakland County Parks and Downtown Rochester Announce Fourth Annual “Fire & Ice Fest” Winter Carnival**

**WATERFORD, Mich. – Jan. 13, 2011** – There’s extra fun to be had at the fourth annual Fire & Ice Fest as the event expands to three days, Jan. 29 – 30, in downtown Rochester. Cross country skiing, a figure skating exhibition and a “Soup-Off” contest are new to this year’s event and old favorites, such as 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), City of Rochester and Rochester Hills. Events are free to the public.

County Executive L. Brooks Patterson and local dignitaries officially open the event Friday at 7:50 p.m. A spectacular fireworks display will follow the brief ceremony near the corner of East Third and Water Streets, at about 8 p.m. Friday and Saturday. The fireworks are sponsored by Soave Real Estate and Hour Detroit.

“There is something for everyone,” Patterson said. “Fire & Ice has really come of age as a popular community event. It has gotten better every year. 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 fireworks in the winter are spectacular.”

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**L. Brooks Patterson, Oakland County Executive**

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The TasteFest, sponsored by Rochester Mills Beer Co., will be open on Friday and Saturday, and includes offerings from: Bean & Leaf Café; Boho Cupcakes; Buffalo Wild Wings; Chomp Deli & Grille; O’Connor’s Public House and Rochester Mills Beer Co., which also will offer beer for the event. The “Soup-Off” contest will be held in the TasteFest tent on Sunday. Patrons can purchase samples as a fundraiser for the Fire & Ice Fest and vote for their favorite soups.

“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 all of our partners to host the event.”

More information about the event can be found at [www.oakgov.com](http://www.oakgov.com) or [www.DowntownRochesterMI.com](http://www.DowntownRochesterMI.com).

The Fire & Ice Fest is sponsored by Oakland County, Oakland County Parks, the Rochester Downtown Development Authority, City of Rochester, Rochester Hills, Soave Real Estate, Hour Detroit, Rochester Mills Beer Co., Concentra, The Brooksie Way, Renewal by Andersen, Oakland County Credit Union, Buffalo Wild Wings, Genisys Credit Union, Franklin Title and Shelton Buick GMC.

The festival runs Friday from 6 p.m. to 9 p.m., 10 a.m. to 9 p.m. on Saturday, and 11 a.m. to 4 p.m. on Sunday in downtown Rochester. The event schedule is as follows:

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**Friday, January 28, 2011**

- 5:00 p.m. – 8:00 p.m. RAYA Spaghetti Dinner
- 6:00 p.m. – 9:00 p.m. Toys R Ice! Ice Sculpture Show  
Marshmallow-Roasting  
Ice Skating – Bring Your Own Skates!  
TasteFest & Beer Tent sponsored by Rochester Mills Beer Co.  
Tube-Sledding Run  
Ice-Carving Demonstration sponsored by Rochester Mills Beer Co.  
Free Horse-Drawn Trolley Rides
- 6:00 p.m. – Midnight The Big, Bright Light Show
- 7:50 p.m. – 8:00 p.m. Opening Ceremony
- 8:00 p.m. Soave Real Estate/Hour Detroit Fireworks
- 9:00 p.m. TasteFest Closes

**Saturday, January 29, 2011**

- 10:00 a.m. – 9:00 p.m. Toys R Ice! Ice Sculpture Show  
Marshmallow-Roasting  
TasteFest & Beer Tent sponsored by Rochester Mills Beer Co.  
Tube-Sledding Run
- 10:00 a.m. – 11:00 a.m. Ice Skating – Bring Your Own Skates!
- 10:00 a.m. – 6:00 p.m. Dogsled Demos and Rides sponsored by Franklin Title  
Snow Shoeing & Cross Country Skiing  
Geo-Cache Scavenger Hunt
- 11 a.m. – 11:40 a.m. Broom Ball Demonstrations
- 11:45 am - 12:45 pm Ice Skating – Bring Your Own Skates!
- 12:45 p.m. - 1:05 pm Broom Ball Demonstrations

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1 p.m. – 4 p.m.	Free Horse-Drawn Trolley Rides
1:10 p.m. – 9 p.m.	Ice Skating – Bring Your Own Skates!
4 p.m. – 8 p.m.	RAYA Spaghetti Dinner
6 p.m. – Midnight	The Big, Bright Light Show
7:50 p.m. – 8 p.m.	Recognition Ceremony
8 p.m.	Soave Real Estate/Hour Detroit Fireworks
9:00 p.m.	TasteFest Closes

**Sunday, January 30, 2011**

9 a.m. – 12:30 p.m.	RAYA Pancake Breakfast
11 a.m. – 4 p.m.	Toys R Ice! Ice Sculpture Show Marshmallow-Roasting Soup-Off & Beer Tent Tube-Sledding Run
11 a.m. – Noon	Ice Skating – Bring Your Own Skates!
Noon – 12:30 p.m.	Onyx Figure Skating Exhibition
12:30 p.m. – 4 p.m.	Ice Skating – Bring Your Own Skates!
4 p.m.	Event Ends
6:00 p.m. - Midnight	The Big, Bright Light Show

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