

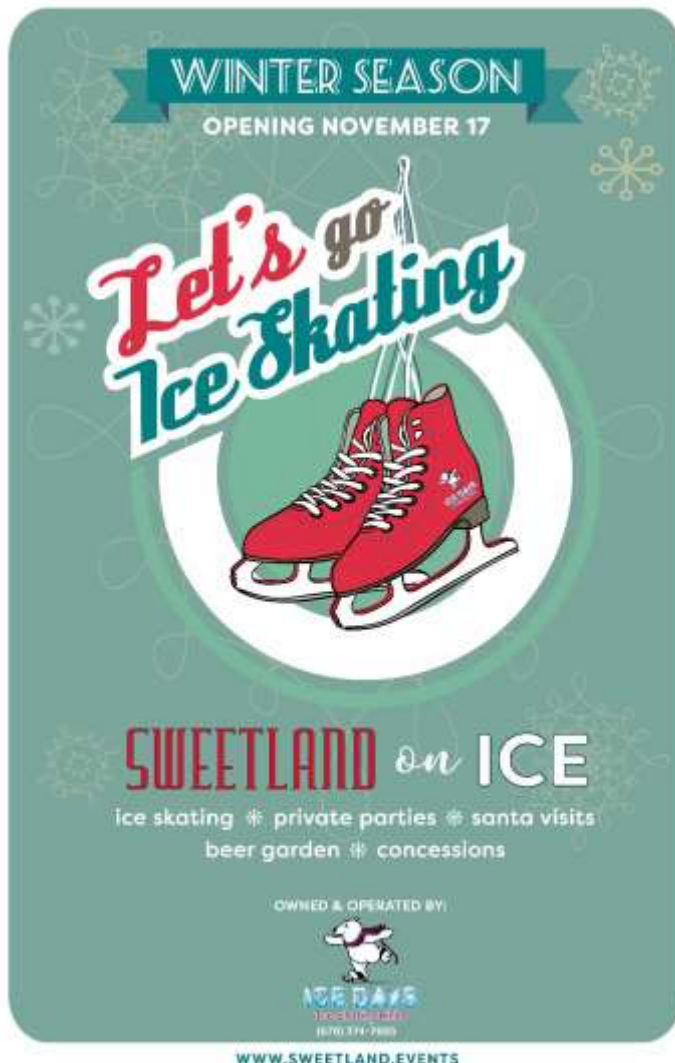


LAGRANGE
GEORGIA

SWEETLAND AMPHITHEATRE TO OFFER ICE SKATING TO HISTORIC DOWNTOWN LAGRANGE

LaGrange, GA, October 2, 2017– Beginning mid-November, the Great Lawn at Sweetland Amphitheatre will host an outdoor, covered ice rink that is sure to become a beloved holiday tradition not only for the residents of Troup County,

but for the region as a whole. The ice rink will provided and operated by Ice Days Outdoor Ice Skating Rinks beginning November 17, 2017, through February 19, 2018



“In brainstorming various ideas on how to utilize Sweetland during its off season, an outdoor ice rink not only seemed like the perfect solution to take advantage of this great space, but also a compelling enough activity to entice visitors from around the region to visit our beautiful town, “ says Becca Eiland, Director of the Sweetland Amphitheatre. “During its nearly 13 weeks of operation, the ice rink will prove to be a significant driver of economic activity downtown as skaters and their families frequent restaurants and shops. The rink will also provide a healthy, outdoor activity during some of the coldest

months and added spirit to the holiday season.”

Sweetland on Ice will marry wonderfully with many of the holiday happenings hosted by the Downtown LaGrange Development Authority including complimentary carriage rides through downtown, the annual Holiday Retail Sip & Shop, and visits by Santa to the Downtown Square. Sweetland anticipates 15,000 to 20,000 visitors to Downtown LaGrange during the 13 weeks of Sweetland on Ice.

The rink will be open to the public every day, except Mondays and Wednesdays, which are reserved for private parties. Weekdays will be open from 5-9 pm, Fridays 5-10 pm, Saturdays 11 am - 10 pm and Sundays 1-8pm as well as Christmas Eve, Christmas Day, New Year’s Eve and New Year’s Day; hours will fluctuate for holidays and school schedules. Whether you come to watch or skate, Sweetland on Ice will be an affordable activity the entire family can enjoy.

Admission for two hours of skating is just \$10 including skates. Affordable concessions including hot dogs, cold and warm beverages will be for sale. Thursday, Friday, and Saturday evenings, Sweetland will offer wine and local & regional craft beers for sale inside the warmth and comfort of the Jackson Heating and Air Hospitality Tent, so parents can relax while their children skate.

For more information on Sweetland Amphitheatre or to inquire about the exciting sponsorship opportunities available for Sweetland on Ice, visit www.sweetland.events or call 706.298.4523.

For a full schedule of events, skate times and other details, visit www.icedays.com, find Ice Days Sweetland on Facebook at www.facebook.com/icedayssweetland or follow @sweetlandonice on Twitter. #sweetlandonice

Contact: Becca Eiland, Sweetland Executive Director, becca@sweetland.events or (706) 298-4523.

To keep up with the latest news involving the City of LaGrange, go to www.lagrangega.org or follow us on Facebook at [facebook.com/lagrangegagov](https://www.facebook.com/lagrangegagov) and on Twitter at @lagrangegagov.

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