



The Calgary Flames Celebrate 25 years at the Saddledome

FOR IMMEDIATE RELEASE
November, 2005

Calgary, Alberta, home of the National Hockey League Calgary Flames...To those of you who have breathed a sigh of relief that Hockey Night in Canada is back and are fans of the Calgary Flames; you will see a new logo on the Pengrowth Saddledome hockey ice. The Calgary Flames are celebrating their 25th anniversary.



To mark this milestone, Jet Ice, who just surpassed 25 years in the industry, was asked to produce the 25' by 23 1/2' center ice logo stencil in time to start the new season. Jet Ice was chosen for their years of experience in the reproduction and application of custom design logo stencils.

This massive three panel logo stencil and custom colour ice paints were requested by the Pengrowth Saddledome for delivery within 48 hours. Always conscious of customer service, **Shaun Smith, Creative Director**, worked with the Calgary Flames Hockey Club to ensure their tight deadline was met.

This logo and its tremendous size was no challenge to the in house graphic department that leads the industry using state of the art computer software for in ice logo production.

For more information on Jet Ice Custom Logo Stencils and other Jet Ice products, visit their website at www.jetice.com.



Jet Ice has been “bringing ice to life” for 25 years. Founded by the late Mr. Doug Moore, Maple Leaf Garden’s Chief Engineer, Jet Ice is the #1 choice of Professional Ice Makers. With over 4,000 customers world wide, their high quality ice paint and water treatment systems are used on surfaces ranging from local community rinks to world class facilities staging Olympic Games, National Curling Championships and the National Hockey League. Jet Ice has offices in Newmarket, Ontario and Regina, Saskatchewan.

