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FOR IMMEDIATE RELEASE

Jet Ice Keeps Up the Fight Against Breast Cancer

Newmarket, Ontario: Jet Ice continues to give back to the community by once again joining the fight against breast cancer.

The Newmarket Hurricanes recently faced off against the Oakville Blades at the Ray Twinney Complex on a bright pink sheet of ice, courtesy of Jet Ice.

As a sponsor of the annual "Pink in the Rink" Night, Jet Ice donates a portion of sales from its Pink Clear Coat package to the Breast Cancer Foundation.

The Jet Ice Clear Coat semi-transparent ice paint, which is ideal for ice shows, fundraisers and special events, comes in many colours – in this case, Pink was the colour of choice.



"Pink in the Rink" events are popping up all over North America to raise awareness and funds for breast cancer research. Jet Ice is proud to help the cause through the sale of their Pink paint packages.

According to Jet Ice General Manager, Steven Kovacevic, it wasn't a difficult decision for his team to get involved in raising funds for breast cancer research.

"We have the product and expertise to turn arenas pink," states Kovacevic. "It simply made sense for us to take what we know and raise money for such a great cause.

Last year Jet Ice was able to donate over a thousand dollars to the Breast Cancer Foundation. To date, donations for this year total \$2,750.

Kovacevic would like to encourage other breast cancer event organizers to consider a Pink in the Rink fundraiser and up that total. When clients purchase a Pink Clear Coat package from Jet Ice, they receive a special \$150 discount. Jet Ice then makes a donation to the Breast Cancer Foundation in the amount equal to the total discounts over the previous year. "It really is a win-win for everyone," adds Kovacevic.

In addition to Ray Twinney Complex, some of the arenas in which the Pink Clear Coat package has appeared include: North Charleston Coliseum in North Charleston, SC; Metro Center in Rockford, IL; Rose Garden in Portland, OR; Centurytel Center in Bossier City, LA; Hershey Centre in Mississauga, ON; George M. Sullivan Arena in Anchorage, AK; Media Com Ice Park in Springfield, MO; Showare Center in Kent, WA; and Evraz Place in Regina, SK.

For more information on the Jet Ice Pink Clear Coat Package, please contact Steve Kovacevic at 905-853-4204.