



**WE BRING ICE TO LIFE®**

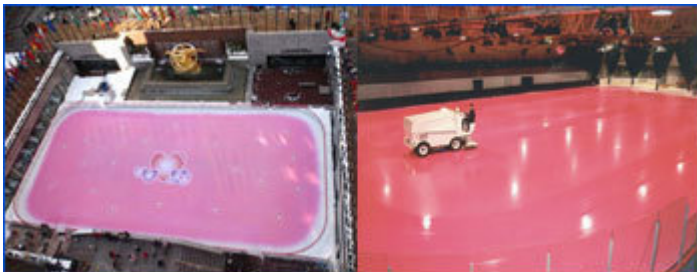
— Since 1979 —

January 27, 2011  
FOR IMMEDIATE RELEASE

## **Jet Ice Supports Breast Cancer Research**

*Newmarket, Ontario:* Jet Ice is proud to join in the global fight against cancer by donating 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 perfect for ice shows, fundraisers and special events, comes in many colors – including PINK!



As Jet Ice promotes and sells its Pink Clear Coat package to arenas around North America, the popularity of the product continues to grow and, as a result, so do the donations to a worthy cause. Many of the organizations and arenas that purchase the paint package in turn hold local ‘pink’ fundraisers to help in finding a cure.

“Unfortunately most of us have been touched by cancer either through a loved one or personally,” states Jet Ice General Manager Steven Kovacevic. “For our team, there was no hesitation in deciding where we would like to

see the proceeds from the Pink Clear Coat go, and we chose the Breast Cancer Foundation.”

When clients purchase a Pink Clear Coat package from Jet Ice, they receive a special \$150 discount off of the regular retail price of \$975. Jet Ice then makes a donation to the Breast Cancer Foundation in the amount equal to the total discounts over the previous year.

Some of the arenas in which the Pink Clear Coat package has appeared include: Toyota Center in Wenatchee, Washington; Verizon Wireless Arena in Manchester, New Hampshire; Capital Hyundai Arena in St. John’s, Newfoundland; Quicken Loans Arena in Cleveland, OH; Lucas County Arena in Toledo, OH; US Bank Arena in Cincinnati, OH; and Toyota Center in Kennewick, Washington.

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