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## **Canadian Company, Jet Ice Limited Brings Ice to Life for US Presidential Election at Rockefeller Center**

December, 2004

**Newmarket, Ontario, Canada...** Mr. **Robert Dembo** Director, National News NBC NEWS states..." "The wires have been pulled back, the lights unplugged, the ice thawed, the bar graph furred, the risers lowered, and platforms struck. You built it, and they came. Americans voted and selected a president (after a while, that is). NBC covered it and carried the night, and the day that followed. I thank all of you for a tremendous effort. Your professionalism, can-do spirit and willingness to leap-to with solutions and energy are admirable. It truly has been a pleasure."



Mr. Dembo was referring to the Jet Ice installation of the largest mesh logo stencil in the world on the ice surface at Rockefeller Center, New York City, on October 18, 2004 for the US Presidential election.

The outline of the logo was over 64 feet wide, consisting of four - 16 foot panels depicting the outline of the Continental USA, however, including Hawaii and Alaska the map was 100' x 45 ft. Jet Ice was able to build enough ice over the mesh and with steady temperatures - Democracy Plaza was open for public skating.

On election night, Mr. Dave Loverock, Vice President of Jet Ice confirmed that although they had worked with fabric formats before, this was the largest they had tackled. Faced with the challenges of tight timelines and unreliable weather conditions, his team of technicians began phase two of the installation. As Mr. Dembo pointed out, Mr. Loverock had to use a "series" of "leap-to solutions" to complete the job.

As NBC directed the Jet Ice team to place the red and blue mesh pieces into the appropriate states, they were sprayed with a thin veil of water to penetrate the substrate and tack it down.

The outdoor ice was uneven in several areas due to high winds. At first attempts were made to level the ice surface, but as the outside air temperature rose above 65 degrees F., this became impossible. The material proved to be slippery, curled at the edges and the wind gusts would not allow the mesh to lie flat on the ice.

In the end, Mr. Loverock was forced to bring out his bag of tricks. He called on the Operations Department of Madison Square Garden and requested 150 hockey pucks to stabilize the logos as they were laid down. The most difficult states to install were Florida, California and Texas due to their mass and irregular shape.

Mr. Loverock does not recommend the use of certain types of mesh on hockey or figure skating ice. Serious considerations include insulating characteristics, safety issues, and liability concerns.

Jet Ice is currently finalizing ice paint and logo requirements with the Organizing Committee for the 2006 Winter Olympic Games being held in Torino, Italy.



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**Jet Ice has been “bringing ice to life” for 25 years. Founded by Maple Leaf Garden’s Chief Engineer, Mr. Doug Moore, 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 Limited has offices in Newmarket, Ontario and Regina, Saskatchewan.**  
[www.jetice.com](http://www.jetice.com)