

NEWS RELEASE



FOR IMMEDIATE RELEASE

DECEMBER 12, 2011

NHL TO CREATE FREE FAN FESTIVAL OUTSIDE OF CITIZENS BANK PARK IN CELEBRATION OF 2012 BRIDGESTONE NHL WINTER CLASSIC

"Spectator Plaza" Offers a Host of Attractions for Fans of All Ages

NEW YORK (Dec. 12, 2011) – The National Hockey League (NHL®) in conjunction with the City of Philadelphia will extend the celebration of the Jan. 2 outdoor game between the New York Rangers and Philadelphia Flyers with its official 2012 Bridgestone NHL Winter Classic® Spectator Plaza, a free, three-day fan festival just outside the gates of Citizens Bank Park™.

From Saturday, Dec. 31 through Monday, Jan. 2, Citizens Bank Way, between Phillies Drive and Pattison Ave., will transform into an outdoor hockey and entertainment festival for fans of all ages with live musical performances, interactive hockey-themed attractions, prizeing and giveaways, food, beverage, and merchandise tents with officially licensed Rangers® and Flyers® NHL Winter Classic merchandise.

Weather permitting, Spectator Plaza will be open to the public from 9 a.m. – 5 p.m. ET on Dec. 31 and from 9 a.m. – 1 p.m. ET on Jan. 1. On game day, Spectator Plaza will be open from 9 a.m. – 1 p.m. ET, just prior to the puck drop at the 2012 Bridgestone NHL Winter Classic®.

Bridgestone will give fans a chance to test their shooting skills at Spectator Plaza as visitors go one-on-one against a Bridgestone goalie in a fun slap shot shootout as a play-by-play announcer makes calls from the Bridgestone broadcast booth during the competition. Gaming consoles will also be available to play EA Sports' NHL '12.

Molson Canadian invites all fans to step in from the cold for a "Made from Canada" experience at the Molson Canadian Hockey House at Spectator Plaza. Fans will compete for prizes at bubble hockey and video games, see how fast they can suit-up in goalie gear and, most importantly, fans 21 and older can raise a cup of cold Coors Light or Molson Canadian with other hockey fans.

Honda will showcase the all-new 2012 Honda CR-V and updated 2012 Honda Pilot at Spectator Plaza and host a special fan autograph session with an NHL alumnus at the Honda tent on Saturday, Dec. 31. Fan prizes from Honda will include NHL game tickets and a trip to the 2012 NHL Awards™ in Las Vegas.

Geico will include a "Guess the Gecko" contest for chances to win prizes, an accuracy shooting contest, a hockey suit up challenge, as well as other trivia games. Thanks to Verizon Wireless, fans will be able to participate in some fun interactive games as well as learn about the new Verizon NHL GameCenter™ Mobile Application.

To help keep visitors and fans warm, McDonald's will be sampling its McCafé Premium Roast Coffee at Spectator Plaza.

Reebok will feature two attractions, including an NHL locker room set up inside of the Reebok Zigloo where fans can try on and take pictures in the actual jerseys and equipment used by their favorite Reebok and CCM athletes, including NHL Winter Classic displays for the Flyers and Rangers, and an interactive hockey shootout that highlights the historic Philadelphia and New York rivalry. Fans will be able to try out the latest Reebok hockey and training products and compete for a chance to win Reebok prizes, including ZigTech shoes.

NHL Green™ has partnered with Restore Hockey to collect used hockey equipment at Spectator Plaza as part of Restore Hockey's "Recycling the Game" program. Fans are encouraged to bring their used hockey equipment to donate. Restore Hockey will facilitate the collection of the used equipment, refurbish the donations, and redistribute gear to the Ed Snider Youth Hockey Foundation. A National Resources Defense Council-sponsored mobile solar unit, provided by Green Tow, will be onsite at Spectator Plaza to power the NHL Green tent and Restore Hockey hut, generating fan awareness and involvement in environmental issues.

Officially licensed Flyers and Rangers Bridgestone NHL Winter Classic® merchandise will be available via a merchandise tent located outside the third base gate.

Game-day festivities begin at Spectator Plaza at 9 a.m. on Jan. 1 and will include the live NHL Network™ broadcast of the Rangers and Flyers team practices from Citizens Bank Park™, as well as telecasts of pre and post game coverage. Local media as well as regional sports networks from US and Canada will also be broadcasting live from Spectator Plaza. The NHL Network™ will broadcast live from its set at Spectator Plaza on Jan. 2 leading up to the Bridgestone NHL Winter Classic® telecast as well as post game coverage; Comcast Xfinity will team up with the NHL Network to offer fans at a fun, interactive space with hockey games, alumni signings and more.

The ZOO, a local cover band, will be playing during the pre-game celebration at Spectator Plaza on Jan. 2.

WHAT: 2012 Bridgestone NHL Winter Classic Spectator Plaza, a free outdoor hockey and entertainment fan festival, in celebration of the Bridgestone NHL Winter Classic outdoor game on Jan. 2 between the New York Rangers and Philadelphia Flyers at Citizens Bank Park™.

WHEN: Saturday, Dec. 31, from 9 a.m. – 5 p.m. ET
Sunday, Jan. 1, from 9 a.m. – 1 p.m. ET
Monday, Jan. 2, from 9 a.m. – 1 p.m. ET

WHERE: Citizens Bank Way, between Phillies Drive and Pattison Ave., Philadelphia

More information on the 2012 Bridgestone NHL Winter Classic:

With just one month until the 2012 Bridgestone NHL Winter Classic® at Citizens Bank Park™ in Philadelphia, the countdown to the much-anticipated outdoor match-up between the New York Rangers® and Philadelphia Flyers® at 1 p.m. ET on Jan. 2 has officially begun. The rivalry between the two storied franchises – and the two historic sports cities – will take center stage as the Rangers and Flyers meet at Citizens Bank Park™, the 43,500-seat home of the Philadelphia Phillies, for the National Hockey League's (NHL®) fifth consecutive regular season outdoor game, which will be broadcast on NBC in the United States and on CBC and RDS in Canada. NHL.com and NHL Network will deliver to fans comprehensive coverage of both teams as the event approaches. Additionally, through the type of access only the NHL can provide, fans will see all the information, stories, exclusive reporting and video they need to prepare for the 2012 Bridgestone NHL Winter Classic®.

(12/12/11)

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