



## Media Contact

Emma Sullivan  
Bellevue Downtown Association  
(425) 990-3098  
emma@bellevuedowntown.com



## Bellevue Magic Season Ice Arena Offers Expanded Ice Arena

Bellevue Magic Season Ice Arena presented by Alaska Airlines Visa Signature® card celebrates 21<sup>st</sup> season

**BELLEVUE, Wash. (Nov. 15, 2017)** – The Magic Season Ice Arena presented by Alaska Airlines Visa Signature® card is a 21-year tradition produced by the Bellevue Downtown Association. Join hundreds of people daily for the region’s largest open-air holiday skating experience. Enjoy a heated viewing area, shelter for all-weather skating, concessions, and a series of special events.

This year, the ice arena returns home to its traditional location in Bellevue Downtown Park, after temporarily moving to Ashwood Park for the 2016-17 season during the Downtown Park’s ‘Complete the Circle’ construction. The skating area has also been expanded and is 25% larger than in previous years – it is now over 9000 square feet!

The Bellevue Magic Season Ice Arena is visited by nearly 90,000 skaters and spectators over the holiday season. It is a must-see for those wishing to truly experience the holidays in Bellevue.

### Bellevue Magic Season Ice Arena presented by Alaska Airlines Visa Signature® card

November 24, 2017 – January 15, 2018

*Produced by Bellevue Downtown Association*

- \* Returns to Bellevue Downtown Park – 10201 NE 4<sup>th</sup> Street, southwest corner near Inspiration Playground
- \* Expanded ice surface – now over 9,000 square feet, an increase of 25% over previous years
- \* \$14 admission (includes skate rental), \$10 admission for 8 years and under (includes skate rental)
- \* Discount Admission Pass – purchase 10 skate admissions for \$95 (includes skate rental), a savings of \$45! Available at [bellevuedowntown.com](http://bellevuedowntown.com) or during public hours at the Ice Arena.
- \* Free Skate Mondays compliments of Alaska Airlines Visa Signature® card and Bank of America. Show your Alaska Airlines Visa Signature® card or Bank of America debit or credit card to receive two free skate admissions on Mondays. Promotion valid for one card per guest, per visit.
- \* Free skating lessons are available on select days courtesy of Overlake Medical Center. Professional instructors will give skating lessons with paid admission on November 28 – 30, December 5 – 7 and 12 – 14, and on January 2 – 4 and 9 – 11.
- \* Stroller Skate Thursdays for parents and young ones to share some fun on the ice. Skate and push a stroller around the rink on selected Thursdays prior to the rink public hours. Normal admission rates apply, free admission for children in strollers.
- \* Open 53 consecutive days including all holidays

Event details, venue information, and directions are available at [bellevuedowntown.com](http://bellevuedowntown.com) or by calling (425) 453-1223. For day-of event updates, follow the Bellevue Downtown Association on Facebook, Twitter and Instagram.

Facebook: [facebook.com/bellevuedowntown](https://www.facebook.com/bellevuedowntown)

Twitter: [twitter.com/bellevueDT](https://twitter.com/bellevueDT)

Instagram: [Instagram.com/bellevuedowntown](https://www.instagram.com/bellevuedowntown)

Hashtag: [#bellevuemagicseason](https://www.instagram.com/hashtag/bellevuemagicseason)

The Bellevue Magic Season Ice Arena presented by Alaska Airlines Visa Signature® card and produced by the Bellevue Downtown Association (BDA), and is one of several Bellevue Magic Season events. The BDA is a non-profit membership organization charged with strengthening the economic and cultural vitality of Downtown Bellevue.

Bellevue Magic Season is the Eastside's leading collection of holiday events featuring seven festive weeks of brilliant lights, glistening ice and spectacular performances in Downtown Bellevue. The community celebration is a partnership between the Bellevue Downtown Association, City of Bellevue, The Bellevue Collection, Meydenbauer Center Theatre, and KidsQuest Children's Museum along with many other supporting community organizations and downtown businesses.

**Celebrating its 21<sup>st</sup> year, the Bellevue Magic Season Ice Arena presented by Alaska Airlines Visa Signature® card is supported by the following sponsors and partners:** Alaska Airlines Visa Signature® card, Bank of America, Sound Transit, PACCAR Inc, Overlake Medical Center, City of Bellevue, Meydenbauer Center Theatre, The Seattle Times, KOMO 4 TV, KOMO Newsradio, STAR 101.5, and Seattle Refined.

###