



Contacts:

Jen Gates  
(612) 710-0168  
[jgates@tunheim.com](mailto:jgates@tunheim.com)

Lou Ann Olson  
(612) 747-0105  
[lolson@tunheim.com](mailto:lolson@tunheim.com)

**MEDIA ADVISORY**

January 23, 2018

**Wells Fargo Minneapolis WinterSkate hosts daily free activities during 10 days leading up to the Big Game**  
*Celebrate the Bold North with fun, free outdoor experiences in Loring Park*

- What:** Wells Fargo Minneapolis WinterSkate free programming
- When:** **DAILY**, Friday, January 26 – Sunday, February 4
- Where:** Loring Park skating rink located near Willow Street and Grant Street
- Info:** The Wells Fargo Minneapolis WinterSkate will host free activities daily in Loring Park during the 10 days of Super Bowl. The 10 days of programming leading up to the Big Game include:

- **Friday, January 26:** Fitness Skate Final (4 miles) | 3-9 pm\*
- **Saturday, January 27:** Jersey Skate | 1-4 pm
- **Sunday, January 28:** Skating Lessons with the Figure Skating Club of Mpls | 1-2 pm
- **Monday, January 29:** Skating Tribute to Prince | 3-9 pm
- **Tuesday, January 30:** Skating Lessons with the Figure Skating Club of Mpls | 4:15-5:15 pm
- **Wednesday, January 31:** Open Skate, free hot cocoa | 3-9 pm
- **Thursday, February 1:** Skating Lessons with the Figure Skating Club of Mpls | 5:30-6:30 pm
- **Friday, February 2:** Skating Lessons with the Figure Skating Club of Mpls | 5-6 pm  
Movie Skate featuring "Remember the Titans" | 6-8 pm
- **Saturday, February 3:** Skating Lessons with the Figure Skating Club of Mpls | 12-1 pm  
Wells Fargo Stagecoach Rides | 1-3 pm  
Drag Queen Skate | 6-8 pm
- **Sunday, February 4:** Skating Lessons with the Figure Skating Club of Mpls | 2-3 pm  
Watch Super Bowl LII on the big screen | 5:30 pm

*\*Complete challenge and you will be entered to win a Love Your Melon Mpls WinterSkate hat*

The rink is open daily and offers free skating during Loring Park's hours through March 4. The Warming House presented by CenterPoint Energy is open 3 – 9 p.m. on Mondays - Fridays, 9 a.m. – 9 p.m. on Saturdays and 10 a.m. – 6 p.m. on Sundays. On February 4, the rink will be open until 10 pm. There are special hours on select holidays. The rink is also open from 12 p.m. – 9 p.m. on Minneapolis Public School release dates. Complimentary skates are available for use during all Warming House hours. A full schedule can be found at [www.mplsdownatown.com/winterskate](http://www.mplsdownatown.com/winterskate).

Wells Fargo is giving away FREE WILD TICKETS to sit in Wells Fargo's center-ice suite as part of a special social media campaign at the Mpls WinterSkate. Skaters are encouraged to take photos on the rink and post them on Instagram, Facebook and Twitter, tagging @WellsFargo and using the hashtag #mplswinterskate. There are cutout social media

frames for use as well. Each month from November through March, one individual who posts from the Wells Fargo Mpls WinterSkate and uses the @WellsFargo and #mplswinterskate hashtag will be selected to receive two (2) tickets to sit in Wells Fargo's center-ice suite at Xcel Energy Center for the March 25 game between the Minnesota Wild and Boston Bruins. A total of 10 tickets will be awarded (5 winners + 1 guest each) during the promotion. For more information on Wells Fargo Minneapolis WinterSkate, visit [www.mplsdowntown.com/winterskate](http://www.mplsdowntown.com/winterskate) or follow @MplsDowntown on [Facebook](#), [Twitter](#) and [Instagram](#) using the hashtag #MplsWinterSkate.

**About the Wells Fargo Minneapolis WinterSkate:**

The Wells Fargo Mpls WinterSkate is an open-air ice rink with a chilled sheet of ice located inside Loring Park in downtown Minneapolis. It is produced in partnership with the mpls downtown council, Minneapolis Park & Recreation Board and A Vibrant and Safe Downtown. The Wells Fargo Mpls WinterSkate is sponsored by Wells Fargo, CenterPoint Energy, Minneapolis Downtown Improvement District, Power Partner MN, Egan, VEIT, Kraus-Anderson, Xcel Energy, Love Your Melon, BUZ'N 102.9 FM, 104.1 JACK FM and 830 WCCO-AM. The rink is free and open to the community and has a heated warming house available for use during operating hours. Complimentary skates are available for use during warming house hours. For hours and programming information visit: [www.mplsdowntown.com/winterskate](http://www.mplsdowntown.com/winterskate).

**About the mpls downtown council:**

Founded in 1955, and one of the most historic central business associations in the nation, the mpls downtown council (mdc) is a membership-based entity that works to create an extraordinary downtown. The mdc's collaborative developments of *Intersections: The Downtown 2025 Plan* was designed to help downtown businesses, community leaders and citizens build on downtown assets and implement future goals. For more information, please visit [www.mplsdowntown.com](http://www.mplsdowntown.com).

**About the Minneapolis Park and Recreation Board:**

The Minneapolis Park and Recreation Board is an independent, semi-autonomous body responsible for the Minneapolis park system. With 179 park properties totaling 6,801 acres of land and water, the Park Board provides places and recreation opportunities for all people to gather and engage in activities that promote health, well-being, community and the environment. Its Grand Rounds Scenic Byway, neighborhood parks, recreation centers and diversified programming have made the park system an important component of what makes Minneapolis a great place to live, play and work. More than 22 million annual visits are made to the nationally acclaimed park system, which was named the number one park system in the nation in 2013, 2014, 2015, 2016 and 2017 by The Trust for Public Land's ParkScore® Index.

**About A Vibrant and Safe Downtown:**

A Vibrant and Safe Downtown is an initiative that brings the public and private sectors together to make the heart of downtown safe and welcoming for those who live, work, and visit here. In December 2004, the downtown business community approached city leadership to ask for efforts to increase downtown safety. As a result, A Vibrant and Safe Downtown was formed by the Minneapolis Police Department. In July 2009, A Vibrant and Safe Downtown became a subsidiary of the Mpls Downtown Improvement District. The organization focuses on public safety through leveraging collaborative partnerships, technology, communication resources and strategic initiatives.

**About Wells Fargo:**

Wells Fargo & Company (NYSE: WFC) is a diversified, community-based financial services company with \$1.9 trillion in assets. Wells Fargo's vision is to satisfy our customers' financial needs and help them succeed financially. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, insurance, investments, mortgage, and consumer and commercial finance through more than 8,400 locations, 13,000 ATMs, the internet ([wellsfargo.com](http://wellsfargo.com)) and mobile banking, and has offices in 42 countries and territories to support customers who conduct business in the global economy. With approximately 268,000 team members, Wells Fargo serves one in three households in the United States. Wells Fargo & Company was ranked No. 25 on Fortune's 2017 rankings of America's largest corporations. News, insights and perspectives from Wells Fargo are also available at [Wells Fargo Stories](#).