



Release

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FOR IMMEDIATE RELEASE

Catch the Olympic Spirit at the 2010 FOUR DAY Jack Frost Children's WinterFest presented by the Confederation Bridge.

CHARLOTTETOWN, PEI – Stay “cool” at the all new Bell Aliant Snow Kingdom, the home of Jack Frost. This year's theme, “Catch the Olympic Spirit” will turn the Confederation Landing Park into our own version of the Winter Olympics! Made from 70 tonnes of compacted snow, there are all sorts of winter wonders to discover! Returning favourites are the Technomedia Jungle Gym, the CAT Sled Run, and all kinds of slides!

Watch as skilled sculptors from across the globe compete in the 5th Annual Snow Sculpting Competition presented by Air Canada. Snow Artisans will use their talents and imagination to create winter works of art. Winners of this elite competition will receive cash prizes for first and second place as well as fan's choice.

Back by popular demand, and very fitting with the Olympic theme, are The Flying Canucks! Watch past, present and future Olympians from the sports of freestyle skiing, moguls snowboard and trampoline entertain and delight audiences daily on the Historic Charlottetown Waterfront.. This one-of-a-kind performance is staged off of a 40-foot mobile ski ramp and trampolines.

New this year is StreetAnthem! STREETANTHEM will marry the action sport culture with street level arts and music; incorporating a DJ main stage with an eye popping, urban-rail-arena for both DJs and Riders to battle for bragging rights and cash.

Topping off each fun-filled day will be the amazing display of fireworks, lighting up the Confederation Landing Park. Choreographed to captivating music and presented by the Red Shores Racetrack and Casino, this show is sure to astound audiences of every age.

Make your way to one of our INDOOR venues on the Jack Frost Express! The CIBC Indoor Playland at the Charlottetown Civic Centre will feature inflatable attractions and favourite carnival rides plus video gaming favourites and the Atlantic Superstore Petting Zoo. Our second Indoor Venue, at The Shops of Confederation Court Mall will host the Princess Pretty Boutique, Superhero Training Camp, along with an amazing display of events, activities and shows by the Discovery Centre including the Lego Roller Coaster, Indoor Planetarium and so much more!

5-4-3-2-1 stare! Come and see the Care Bears in action on the PEPSI Live Indoor Stage at the Charlottetown Civic Centre Arena! The Care Bears are a group of adorable, cuddly bears, each with their own special caring mission—and a brightly coloured belly badge to match! These kind-hearted Care-givers teach the importance of caring for others and sharing special feelings.

Or perhaps you have a craving for something a little more prehistoric... Harry and His Bucket Full of Dinosaurs is sure to delight! Harry is a typical five-year-old who is beginning to learn solutions to his different daily dilemmas. With healthy imagination, he seeks to resolve his problems through the use of fantasy. Harry's best friends are his toy dinosaurs which he keeps in his blue bucket. When Harry has a problem in the real world which is too much for him to handle, he goes to Dino World where his toy dinosaurs come to life and are his best friends.

Trius Tours and Downtown Charlottetown will once again be running the Jack Frost Express Shuttle complimentary between all Jack Frost Venues & Official Jack Frost Hotels.

Plus don't miss popular returning Festival favourites: Outdoor buskers and costumed children's characters, Horse & Sleigh Rides presented by the City of Charlottetown, Kent Building Supplies Magical Outdoor Skating Rink, CTV's Professional Snow & Ice Sculpting Demos with the Canadian Snow Sculpture Team, and the Warm – Up Tent.

This year's Jack Frost Children's WinterFest presented by the Confederation Bridge, will be extended to four days, to include Monday, February 15, which coincides with Islander Day. "We are so excited to be adding Monday as the fourth day of the festival this year," says Myrtle Jenkins-Smith, Chief Executive Officer of Tourism Charlottetown and the PEI Convention Partnership. "Being Islander Day, we thought it fitting to offer admission to the Bell Aliant Snow Kingdom on Monday for a flat fee of \$5. This gives Islanders, who wouldn't normally take in the weekend events the opportunity to come out and enjoy the outdoor festivities."

Get your tickets early to avoid the rush. Jack Frost Tickets to the Jack Frost Children's WinterFest are now on sale at:

- The Urban Eatery in The Shops of Confederation Court Mall
- The Confederation Bridge Office on Queen Street
- Online at www.charlottetowntickets.com
- Or call the Bell Aliant Festival Hotline 1-800-955-1864
- Beginning January 14th, tickets will also be available at Atlantic Superstore's Island-wide, as well as participating Atlantic Superstore's in Moncton, Fredericton, Saint John, Truro, Amherst and New Glasgow

Advance Weekend Tickets (valid Feb. 12-15) are \$24 (\$29.50 at the door) and Advance Sunday Tickets (valid Feb. 14 ONLY) are \$17 (\$20.75 at the door). All prices include taxes and service fee. Children 2 and under are free. Tickets available while supplies last. Jack Frost Hotel Packages are also now on sale, contact Destination PEI at 902-566-5466 for complete details.

Jack Frost Children's WinterFest promises to be a family weekend not to be missed!! Come and catch the Olympic Spirit at the 6th Annual Jack Frost Children's WinterFest presented by the Confederation Bridge. Visit online at www.jackfrostfest.com for complete details.

Background:

The Jack Frost Children's WinterFest is a project of Tourism Charlottetown. Over 10,000 adults and children passed through the gates. In total 662 hotel packages were sold representing 1316 room nights. Jack Frost started in 2005 and is presented by The Confederation Bridge.

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