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**FOR IMMEDIATE RELEASE**

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**CAPITOLA VILLAGE POP-UP ICE SKATING RINK CREATES HOLIDAY MAGIC**

**"iSKATE Capitola" Glides into California's Oldest Seaside Resort Town for Three Weeks of Unique Winter Fun**

CAPITOLA, CA— This winter, locals and visitors can trade flip-flops for ice skates and enjoy a one-of-a-kind experience at Santa Cruz County's first artificial ice rink. Located in Esplanade Park, in front of the stage and overlooking Capitola Beach and the Monterey Bay, the seaside ice rink will be open to the public December 15, 2017 through January 7, 2018.

The open-air skating rink will be made of synthetic ice, constructed of interlocking panels of a high-tech plastic material that is designed to give the same feeling as skating on real ice without the water waste and energy costs of conventional ice rinks. No ice, no Zamboni! The rink will be 30 feet X 40 feet and can hold a maximum of 40 skaters per session.

"iSKATE Capitola" gives visitors something new and exciting to do over Winter Break, extending the warm, fuzzy feelings of the season into January, emphasis on warm. Folks from out of town can still travel light and leave the hats, gloves, and ski jackets at home.

Corrie Sid, owner of the Capitola Hotel, played a key role in bringing the holiday ice skating rink to Capitola Village, lending a touch of kismet to the event —the old Capitola Roller Rink was built in 1933 where her property now stands. "I'm obsessed with the history of Capitola and finding a way to honor that past has been a driving force for me. Bringing this event to our village during the holiday season seemed like the perfect way to celebrate our amazing community! iSKATE Capitola is a community building effort and we hope that locals flock to Capitola Village during this amazing time of year."

"iSKATE Capitola" adds to a festive lineup of unique annual traditions in Capitola Village including Surfin' Santa, the Lighting of the Palm Tree, and the nostalgic glow of Depot Hill homes outlined in white lights. Village shops and restaurants sparkle and show their holiday spirit with decorated storefront windows.

"iSKATE Capitola" will run three (3) skating sessions per day from 10am to 12noon, 2pm to 4pm, and 6pm to 8pm Monday through Sunday. Admission and skate time will be on a first come first serve basis. Admission is \$10 and ice skate rentals will be available for \$5 or visitors may bring their own.

**About the Capitola Village & Wharf BIA:** The purpose of the BIA, or Business Improvement Area, is to promote tourism and business in Capitola Village. The BIA was formed to extend our reach through the power of our pooled resources. Business members and our community benefit from an increased presence through our website, brochure, social networking, advertising campaigns, events and more. Our small business community is an important part of the character of Capitola Village that people know and love. Bringing in foot traffic, especially in the off season, and supporting these businesses allows the Village to remain the special place that it is. Visit our website at [capitolavillage.com](http://capitolavillage.com)

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