

Something Beautiful Is About to Blossom at Santa Monica's ICE on November 10th

For the First Time Ever... Downtown Santa Monica and Herbal Essences Unveil a Portraits of Hope Painted Outdoor Ice Arena



Bayside District Corporation
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SANTA MONICA, CA--(Marketwire - 11/10/10) - Downtown Santa Monica, Portraits of Hope and Herbal Essences are joining forces to make this Winterlit season spectacular, with a large-scale art exhibition of beauty and color. Unveiling to the community during a special ceremony at 4:30 p.m. on November 10, 2010, the transformation will include a luscious under-ice and around-the-rink painted garden, filled with Portraits of Hope's signature flowers, bright colors, and swirling designs. Portraits of Hope merges high-profile public art with creative therapy for hospitalized children and civic engagement opportunities for people of all ages. With Herbal Essences, the range of hair care and styling products, Portraits of Hope will help ICE blossom into an oasis of color and beauty. "We are delighted to welcome Portraits of Hope to Downtown Santa Monica. Not only are they beautifying our public space with their transformation of ICE at Santa Monica, they are truly making an impact in the local community by allowing the children to take part in such an inspirational program. We thank Herbal Essences for helping make this all possible," says Kathleen Rawson, CEO of Bayside District Corporation. "Herbal Essences has always been a brand dedicated to bringing luscious experiences to women in and out of the shower," says Kyle Schlegel, Brand Manager for Herbal Essences. "We're getting ready to unveil some exciting product news of our own that was inspired by beauty and paradise, so to celebrate, our partnership with Portraits of Hope brings that to life, both for this community and across the country." "The children and adults involved with Portraits of Hope and in this one-of-a-kind ice experience are so looking forward to seeing the arena come to life," says Ed Massey, Co-founder of Portraits of Hope. "Having Portraits of Hope art on, around, above, and beneath ice is a first. We look forward to including as much of the community as possible in Downtown Santa Monica, and are tremendously grateful for the support of Herbal Essences whose partnership has greatly helped make this initiative real." About ICE at Santa Monica: A festive outdoor ice-skating rink just steps away from the ocean, ICE at Santa Monica will celebrate its grand opening November 10th and stay open through February 15, 2011. It boasts 8,000 square feet of real ice and an adjacent 400 square foot children's rink. The rink offers skating lessons, season passes, and event space. Admission: \$10 (includes skate rental) Hours: Monday - Thursday: Noon - 10pm
Friday: Noon - Midnight
Saturday: 10am - Midnight
Sunday: 10am - 10pm Address:
ICE at Santa Monica
1324 5th St. and Arizona Ave., Santa Monica, CA 90401