

# The ICE Has Blossomed in Santa Monica!



*ICE at Santa Monica, the Premiere Ice Rink in Downtown Santa Monica, Kicks Off the 2010-2011 Skating Season with the Help of Herbal Essences and Portraits of Hope*

**Santa Monica, CA, November 12, 2010** -Wednesday in Downtown Santa Monica, the community and special guests celebrated the Grand Opening of ICE at Santa Monica and its collaboration with Herbal Essences and Portraits of Hope. The special unveiling ceremony was held at 4:30 p.m. on November 10, 2010. Artist Ed Massey and his Portraits of Hope program in collaboration with Herbal Essences transformed the rink into a luscious painted garden around the ring and under the ice, filled with their signature flowers, bright colors, and swirling designs. This is the first ice skating rink to ever be hand painted, with the help of thousands of children throughout the Los Angeles area.

The ceremony began with words from **Bayside District Corporation's CEO Kathleen Rawson**, who thanked Herbal Essences and Portraits of Hope for creating the most unique and beautiful ice rink Downtown Santa Monica has ever seen.

Other notable guest speakers included **Santa Monica Mayor Bobby Shriver**, Herbal Essences brand representative Seunghee Ha, and **Ed and Bernie Massey**, the co-founders of Portraits of Hope. The Massey's shared the inspiring story of how the entire project came together, with special thanks to Herbal Essences and Downtown Santa Monica's Bayside District Corporation.



The event closed with special appearances by Olympic Medalists **Tanith Belbin** and **Tara Lipinski**, and **Los Angeles Kings star Luc Robitaille** escorting children from the **Braille Institute choir** to the ice to perform an a capella version of “Somewhere Over the Rainbow”. It was a beautiful tribute to the ice rink and Portraits of Hope, as the children had participated in the creation of the rink by helping paint many of the elements that created the rink.



Finally, after a beautiful performance by the **California Gold Synchronized Skate Team**, Tanith Belbin opened the rink for free skate, and DJ Kelly Dlux spun tunes for a crowd who enjoyed skating throughout the rest of the evening.

#### **About ICE at Santa Monica:**

A festive outdoor ice-skating rink just steps away from the ocean, ICE at Santa Monica is now open for its 4th year as part of Downtown Santa Monica’s Winterlit celebration, and will 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 special events.



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

ICEatSantaMonica.com

Contact: 310-496-9880

Parking: Parking Structure 3 on 4th Street between Arizona & Santa Monica Blvd.



### **About Downtown Santa Monica:**

Downtown Santa Monica is a popular Southern California coastal destination, minutes from Pacific Ocean beaches. The area, which includes the world-famous Third Street Promenade and the newly re-opened Santa Monica Place mall, is known for its weekly farmers' markets, fabulous dining, shopping, and street performers. Each winter, Downtown Santa Monica transforms for Winterlit – a festive wonderland including ICE at Santa Monica and an annual holiday celebration and tree lighting ceremony.



Bayside District Corporation (BDC) is a private non-profit 501c(3) that works with the City of Santa Monica to manage services and operations in Downtown Santa Monica that promote economic stability, growth and community life within Downtown Santa Monica through responsible planning, development, management and coordination of programs, projects and services designed to benefit the community as a whole. [www.downtownsm.com](http://www.downtownsm.com).

### **About Portraits of Hope:**

Founded by brothers Ed Massey and Bernie Massey, Portraits of Hope merges the production and exhibition of high-profile public art with creative therapy for hospitalized children, and civic leadership education for people of all ages. The program provides youngsters and adults who often face medical, physical, and other challenges with an opportunity to collaborate on high impact projects and accomplish the spectacular.

To date, Portraits of Hope has involved tens of thousands of children and adults in huge civic collaborations – in the the U.S. and abroad – that have strikingly transformed everything from airplanes, buildings, and the New York City taxi fleet to blimps, tugboats, NASCAR race cars, and, most recently, the lifeguard towers of Los Angeles.

### **About Herbal Essences/P&G Beauty & Grooming**

Visit [www.facebook.com/herbalessences](https://www.facebook.com/herbalessences) to find out what's about to blossom or for more information on the partnership with Portraits of Hope.

P&G Beauty & Grooming products help make beauty dreams real for women and help men look, feel and be their best everyday. With 8 billion dollar brands and products available in nearly 130 countries, P&G's beauty and grooming products delivered sales of over \$27 billion in fiscal year 2009/10, making it one of the world's largest beauty and grooming companies. P&G Beauty & Grooming offers trusted brands with leading technology to meet the full complement of beauty and grooming needs, including Pantene®, Olay®, Head & Shoulders®, Max Factor®, Cover Girl®, DDF®, Frederic Fekkai®, Wellaflex®, Rejoice®, Sebastian Professional®, Herbal Essences®, Koleston®, Clairol Professional®, Nice 'n Easy®, Venus®, Gillette®, SK-II®, Wella Professionals®, Braun® and a leading Prestige Fragrance division that spans from point of market entry consumers to high end luxury with global brands such as Hugo Boss®, Lacoste®, and Christina Aguilera®. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G (NYSE: PG) and its brands.



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