

FOR IMMEDIATE RELEASE

Crowne Plaza Redondo Beach and Marina Hotel  
300 N. Harbor Boulevard  
Redondo Beach, CA 90277  
Contact: Deborah Shepard  
Title: Director of Sales and Marketing  
Email: [deborah.shepard@ihg.com](mailto:deborah.shepard@ihg.com)  
Phone: 310-318-7758  
Fax: 310-937-1168

### **Crowne Plaza Redondo Beach Hotel Sponsors Unusual Holiday Attraction**

REDONDO BEACH, CALIFORNIA, October 2008 – This year, the sunny sands of Redondo Beach, California will become a true winter wonderland when Seaside Ice launches on November 18, 2008. For the first time ever, outdoor ice skating, live music, movies, hot chocolate and wholesome family entertainment will come together to spice up the popular beach community with fun holiday cheer, and no one is more excited than the Crowne Plaza Redondo Beach Hotel, one of the top Redondo Beach hotels and a Silver Sponsor of Seaside Ice.

Seaside Ice, created by film producer Tom Kearney and figure skating World Champion Scott Williams, is a sensational holiday event combining two quite opposite attractions: ice skating and the beach. A 60x120 ft. ice rink will be constructed in Redondo Beach's Seaside Lagoon, a beachfront swimming attraction typically closed during the winter off-season, and will be open for public skating as well as corporate events and parties. Along with this central feature, Seaside Ice will also include musical performances, DJs, big screen film presentations and various community events on a daily basis.

When plans for the unusual event were approved in early October by the Redondo Beach city council, the eager Southern California beach hotel was quick to offer its sponsorship, contributing accommodations to technical managers and VIPs who would be responsible for setting up, maintaining and entertaining throughout the 55-day event. Deborah Shepard, Director of Sales & Marketing for Crowne Plaza Redondo Beach Hotel and Chair of the Redondo Beach Visitors Bureau, will continue to work with the Bureau to ensure maximum exposure and publicity of Seaside Ice.

“Knowing how unique and exciting this venue will be, we hope to bring visitors from outside the South Bay to enjoy skating and all the wonderful dining options in the area. To add to the fun, we invite visitors to stay for a short getaway vacation at one of our excellent Redondo Beach hotels.” Ms. Shepard noted.

Area companies may find Seaside Ice to be a truly cost-effective way to have a more casual holiday party or teambuilding meeting. The Crowne Plaza has excellent restaurant, banquet and meeting facilities that can provide reception and meeting options in addition to value-priced guest rooms to complement the unique outing at Seaside Ice.

She's not alone in her excitement. Co-creator of Seaside Ice and local resident, Tom Kearney, said, "I think there is a real renaissance happening in Redondo Beach. Creating events like Seaside Ice really adds to that effort ...one that can give people memories that last a life time and becomes tradition for families year after year."

Redondo Beach Mayor Mike Gin added to these sentiments in his letter of endorsement, writing that Seaside Ice will bring "...a new influx of business to the Redondo Beach King Harbor area during what is typically a slow time of the year."

He's probably right. Success rates for similar attractions throughout California are above 95% with virtually all becoming annual events, as is intended for Seaside Ice.

The highly-anticipated debut run of Seaside Ice begins on November 18, 2008 and lasts through January 11, 2009. Public skating is offered daily, 11:00 a.m. – 9:30 p.m. Mon-Fri, 10:00 a.m. – 10:00 p.m. Sat-Sun. Adult tickets cost \$14 dollars and may be purchased at the Seaside Lagoon. For online ticket purchase or more information, visit the web site at <http://www.seasideice.com/>

As a final show of support as one of the leading [Redondo Beach hotels](#), the Crowne Plaza will be offering accommodation packages including two tickets for any skating session. For more information on these specials or the hotel, visit the web site at <http://www.cpredondobeachhotel.com/specials.html>

**About Crowne Plaza Redondo Beach and Marina Hotel:**

Escape to a place where ivory sails dot the horizon and you can surf on New Year's Day. Crowne Plaza Redondo Beach Hotel, one of the premier [Southern California beach hotels near LAX Airport](#), invites guests to experience the utter refreshment of the western coast and to enjoy a great stay at the same time. With resort-quality amenities at affordable prices and a convenient location near Los Angeles, we help you get away without really getting away. Plan your destination events at our deluxe [banquet facility in Southern California](#), and leave the great service up to us. For more information, call 1-310-318-8888 or visit our web site at <http://www.cpredondobeachhotel.com>