



## FOR IMMEDIATE RELEASE

**Contact:** Ashley Baer, Marketing Communications Coordinator

**Phone:** (530) 918-4585

**Email:** [ashley@explorebuttecounty.com](mailto:ashley@explorebuttecounty.com)

### **Explore Butte County Sponsors \$5 Friday at the Paradise Ice Rink**

Bring the Whole Family to Paradise on Ice on Dec. 28

PARADISE, Calif. (Dec. 21, 2018) -- Explore Butte County announced today that it will be sponsoring \$5 Friday at Paradise on Ice on Friday, December 28.

Visitors will enjoy \$5 admission, which includes skates, from Noon to 6pm. Explore Butte County will be on hand to pass out treats, help you with your photos, and collect donations for the Paradise Recreation and Park District (PRPD) fund through the North Valley Community Foundation. All money collected will go towards supporting the recreation programs and park improvements provided by the PRPD.

"We are so excited to help the Paradise Ridge community celebrate this annual tradition," said Carolyn Denero, Executive Director of Explore Butte County. "Being able to celebrate the winter season in Paradise with the ice rink means so much to not only the town, but to all of Butte County. It's a little return to tradition in the middle of uncertainty and recovery, which we all need right now."

While most of Paradise was destroyed in the Camp Fire, the Terry Ashe Recreation Center, home to Paradise on Ice, survived with minimal damage. So after a five week delay, the PRPD announced a limited, three-week run of the annual ice rink, a beloved town tradition since 2012. Located at 6626 Skyway, Paradise on Ice will run from Dec. 22, 2018 through Jan. 13., 2019, from Noon to 6pm daily, weather permitting. Admission is \$10 and all ages are welcome.

Other businesses interested in sponsoring a day at Paradise on Ice should contact the PRPD at (530) 872-6393.

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*Explore Butte County is a local nonprofit organization dedicated to highlighting amenities of and promoting future travel to participating Butte County Tourism Business Improvement District (BCTBID) jurisdictions, including unincorporated Butte County, Chico, Oroville, Paradise, and Biggs; with an ultimate goal of growing regional tourism resulting in increased economic spending within the region. For more information, please call (530) 918-4585 or visit us online at [www.explorebuttecounty.com](http://www.explorebuttecounty.com).*