



## **PRESS RELEASE**

**City of Akron 166 S. High Street Akron, Ohio 44308**

**(330)-375-2345 Fax:(330)- 375-2468**

**Web: [www.akronohio.gov](http://www.akronohio.gov)**

**For Immediate Release**

Contact: Stephanie York, Director of Communications  
[syork@akronohio.gov](mailto:syork@akronohio.gov) or 330-375-2345 (w) / 330-289-1467 (c)

### **Lock 3 Sets Attendance Record**

Akron, Ohio (February 3, 2012) - Lock 3's seasonal ice skating rink set records for attendance during December and January. The rink closed for the winter January 29.

The number of skaters this season was 30,318, a 22% increase over 2010 - and significantly more skaters than for any year since the rink opened in 2004. FirstMerit Bank is the presenting sponsor of Holidayfest at Lock 3.

This season Lock 3 also added a sled-riding hill which was dubbed "Reindeer Run." 6,653 people went down the 150-foot polymer-covered, all-season sledding slope between opening night November 25 and the last Sunday in January.

"Reindeer Run proved to be a real hit with families," says Deputy Mayor Dave Lieberth who oversees Lock 3. "It is something that's sure to be a regular feature of Holidayfest in the future." The sledding slope was particularly favored by the youngest visitors to Lock 3 - children

aged 3-9 years old for whom ice skating is sometimes more difficult.

The total number of visitors to Lock 3 this season was 58,795 - up 30% over 2010. This year, Lock 3 featured a lighting ceremony that attracted 5,000 people, and weekend events that included sled dogs and police K-9 units, a winter farmers market, the Welcome Santa parade, First Night, and the Firefighters Chili Challenge, which raised \$2,500 for Children's Hospital Burn Unit.

"One of the trends we noticed this year is that more local residents are putting on ice skates on a regular basis with many investing in their own skates as opposed to renting them," Lieberth said. "Clearly, ice skating at Lock 3 is something people are counting on every year." Rental fees and concession sales this year supported almost all of the City's costs to maintain Lock 3, Lieberth said.

The City is already preparing for Lock 3's summer concert season, which begins with the free "Rock the Lock" series starting May 25. Old School Soul returns June 30.

Lock 3 will celebrate its Tenth Anniversary Season this year on Saturday, September 1 with the return of Akron-favorite Herman's Hermits Starring Peter Noone.

This year's festival line-up includes:

The annual Rib, White & Blue Festival, July 2-4.

The Italian-American Festival, July 13-15.

The 7<sup>th</sup> annual National Hamburger Festival, August 18-19.

The 2<sup>nd</sup> Annual Irish Heritage Festival, September 14-15.

A new event at Lock 3 - the Global Village (International) Festival is set for September 8, sponsored by United Way, the International Institute, Asian Services in Akron and Akron International Friends.

With its location on the Ohio & Erie Canal Towpath, Lock 3 will also host a weekend celebrating completion of the Towpath through Summit County. Lieberth says folk legend Arlo Guthrie and Family have confirmed their appearance for the special event Saturday, July 7.

Guthrie last performed at Lock 3 in 2004.

More than 16 community events have already been scheduled for Lock 3 this summer according to Lieberth, beginning with the Rape Crisis Center's "Walk a Mile In Her Shoes," on April 27. Area police departments will compete with their trained dogs in the "K-9 Challenge" on May 19.

Concert and event information will be posted as it becomes available at [www.lock3live.com](http://www.lock3live.com).

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