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NEWS RELEASE

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**DOWNTOWN HOLLAND'S ICE SCULPTING COMPETITION TO TAKE  
PLACE FRIDAY, JANUARY 9 AND SATURDAY, JANUARY 10.**

HOLLAND, MI — If you've got the winter blues, then this is the event for you! The weekend of January 9 and 10, talented professionals and college students from across the Midwest will compete in the annual Downtown Holland Ice Sculpting Competition. More than 15 carvers will compete in this exciting two-day event, braving the cold and snow to transform giant blocks of ice into glistening works of art. Downtown Holland is proud to announce Crown Motors of West Michigan Honda Dealers as the exclusive sponsor for the 2015 Ice Sculpting Competition.

The competition kicks off on Friday, January 9 with a buffet-style compulsory competition from 6:00 pm to 8:00 pm right on Eighth Street. Once the sculptures are completed, the competitors will then be challenged to move their sculptures, which can easily weigh over 100 pounds, to display areas across the street. The sculptures will be on display throughout the rest of the weekend.

The highlight of the entire competition, however, is the freestyle competition, which will be held from 12:30 pm to 4:30 pm on Saturday, January 10. During this highly-anticipated event, the carvers will have four hours to transform a 300-pound block of ice into a frozen masterpiece, using everything from chainsaws and chisels to power drills, hot irons, and torches. The finished sculptures will be judged according to official NICA standards by a panel of NICA officials and NICA certified coaches beginning at 4:30 pm. The pieces will remain on display through Sunday, January 11.

Crown Motors of West Michigan Honda Dealers is a growth-oriented automotive products and services company that has been serving the Holland community for the past 27 years. With three locations in Holland, Michigan, Crown Motors strives to provide a ministry to the people in the community. Crown Motors of West Michigan Honda Dealers will be hosting an interactive ice sculpture on Saturday, January 10 at the Ice Sculpting Competition, and they look forward to seeing you there!

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