



**FOR IMMEDIATE RELEASE: November 5, 2018**

Contact: Kayla McKelvey, Program and Marketing Manager

[kayla@printscapearena.com](mailto:kayla@printscapearena.com) or 724-745-6666 ex.207

[www.printscapearena.com](http://www.printscapearena.com)

## PRINTSCAPE ARENA AT SOUTHPOINTE INTRODUCES LABATT GET IN THE GAME, A LEARN TO PLAY HOCKEY PROGRAM FOR ADULTS

Canonsburg, PA - Printscape Arena at Southpointe is proud to introduce **LABATT GET IN THE GAME**, a learn to play hockey program for adults. The program is for the adult who has never played hockey before. It combines on ice skills sessions with instructional game time. The program is co-ed, non-checking, for people over 18 years of age, and is set in an insanely positive, judgement free atmosphere. No ice skating or hockey experience is required in order to participate. Over the course of the program, participants will learn the fundamental skills of ice hockey, including how to skate if they've never skated before, make new friends, and learn the greatest game on Earth. On the final week, participants graduate by playing in their first organized hockey game. Friends and family are encouraged to attend as the new hockey players graduate into the world of hockey.

"Brand Labatt is synonymous with hockey," said Jason Ciganik, District Sales Manager, FIFCO USA. "We are proud to be associated with a program that will raise awareness for the great game of hockey, 'Cheers to Hockey'."

Printscape Arena's Hockey Director, Rich Hopf has been coaching at the facility for over 25 years. He has taught players ages 2-65 over the years in facility programs such as Learn to Skate, Learn to Play Hockey, Adult Hockey as well as many other hockey leagues, drop in programs, camps, clinics and schools.

"This program is for adults who never got a chance to play hockey in their youth and feel like that opportunity has passed them by," said Hopf, "No beginner wants to get on the ice with experienced players only to be embarrassed. Everyone in this program starts at the same place...we will teach all participants how to put the gear on, how to stand, how to hold a stick, how to fall, how to get back up, how to shoot, how to pass, how to catch a pass, how to stick handle as well as all of the skating maneuvers you need to know to play the game of hockey. After seven weeks of learning we will have our participants ready to participate in your first hockey game ever...the LABATT GET IN THE GAME Cup and a celebration after at Bubba's Gourmet Burghers and Beer, featuring your favorite beers from Labatt."

**About Printscape Arena** - Printscape Arena at Southpointe, owned by Black Bear Sports Group, Inc. is a multi-purpose sports facility located in Canonsburg, PA. Opened in 1995, the 125,000 square-foot facility hosts a wide range of participatory sports and recreation programs, leagues, and special events year-round. With annual foot traffic of over 725,000 people, it is one of the South Hills most heavily visited sports arenas. The facility includes one NHL-sized ice rink operating year-round and one NHL-sized pad, which operates with turf from November through March and a sport court surface from April through October. The mix of sport surfaces allows Printscape Arena to host a wide range of sports programs, leagues, activities, and corporate functions year-round. The facility is home to many user groups as well as the Southpointe Fitness Center, the Southpointe Chamber of Commerce Network Center, Mark Shraders Mixed Martial Arts Academy, Bubba's Gourmet Burghers and Beer, and First Strides, a hockey education program supported by the Wheeling Nailers.

**About Labatt** - Proudly headquartered in Buffalo, New York, Labatt USA has imported Labatt Blue from Canada since 1951. Today, Labatt Blue is America's top-selling Canadian beer. Labatt Blue has become the premier Canadian pilsener in the Great Lakes region and expansion markets across the United States. First brewed in Canada in 1847, Labatt continues to carry on the tradition and heritage of the great outdoors. Labatt USA is owned by Rochester-based FIFCO USA.



A LEARN TO PLAY HOCKEY PROGRAM FOR ADULTS

SUPPORTED BY **BUBBA'S BURGHERS**  
THE PREMIER GOURMET BLEND OF SELECT BEER - EST. 2012