



3CDC TO DELIVER A UNIQUE WINTER SPORTS EXPERIENCE ON FOUNTAIN SQUARE

First-Ever Fountain Square Broomball League To Launch in 2007

CINCINNATI, December 8, 2006 – Delivering on its promise to offer new experiences on Fountain Square, the Cincinnati Center City Development Corporation (3CDC) will run the first-ever Fountain Square Broomball League starting in January 2007.

Broomball combines elements of soccer and hockey. Players wear soft-soled shoes, not skates, and use short sticks with a small, broom-like head to pass the ball and score goals. Miami University alumni are especially excited by the prospect, since the last time many of them played broomball was in Miami's competitive intramural leagues.

Fountain Square Broomball will be co-rec and open to all skill levels, but live color and play-by-play announcers and live game coverage on the video board overlooking the Square will make it much more than a typical co-rec league. A six-week regular season will lead to playoffs and a championship game on February 23.

"Using the assets of the redesigned Square and the new ice rink means we can create these unique experiences," says Bill Donabedian, Managing Director of Fountain Square. "People are excited about playing under the lights, outdoors, in the heart of the city."

Organizers invite downtown employers to enter teams, both as something fun for their employees and because it will make for some great match-ups. Who wouldn't want to see National City play Fifth Third Bank, or watch a City team take on Hamilton County?

To minimize the impact on public skating, weeknight games will be scheduled at the end of the skating day.

Team registration is open through December 15. Anyone interested in playing or officiating should visit www.myfountainsquare.com/broomball or call 513-621-4400 x24.

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