



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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### Cyclone Hockey Holding Silent Auction Tonight to Benefit MDA

*Highlighted by "Jerseys Off Our Backs"*

**Dec. 2, 2011 – Ames, Iowa** – Cyclone Hockey is pleased to announce the items to be auctioned off in the silent auction during tonight's game to benefit the Muscular Dystrophy Association of Central Iowa.

The silent auction is highlighted by the "Jerseys Off Our Back" auction, in which special jerseys worn by the Cyclones during warm-ups and the first period of their game Friday, December 2, against Central States Collegiate Hockey League archrival Lindenwood University can be bid on in-person at the game or via Cyclone Hockey's Facebook page or via direct message to Cyclone Hockey's Twitter account. Other items available in the silent auction include an autographed headshot of each player, autographed team posters, autographed team programs, and a team-autographed piece of equipment that is becoming increasingly rare—a wooden hockey stick. The silent auction begins at 6:00 p.m. Friday, December 2, and will conclude at the beginning of the third period.

Cyclone Hockey General Manager and Head Coach Dr. Alan Murdoch has long stressed the importance of academics to his players and staff, in addition to excellence on the ice, but the "Jerseys Off Our Back" auction is a way he hits on another important pillar in good citizenship.

"One of the things I've stressed is the importance of giving back to your community, and the "Jerseys Off Our Back" is one of the ways we've done that for about 15 years," said Murdoch. "They're an organization that has always impressed me and that does a lot of good in the community, our community, be it with helping those who have muscular dystrophy and similar conditions or in funding research to solve it."

The Muscular Dystrophy Association of Central Iowa serves over 550 patients in 42 counties running north to the Minnesota border and south to the Missouri border, including Story, Polk, Dallas, and Boone counties, among others, doing such things as providing free flu shots, paying for care not covered by the patient's insurance, paying for equipment or equipment repair, organizing support groups, funding research at the University of Iowa, and sending young patients ages 6 to 17 to Camp Courageous in Monticello, Iowa, for a week during the summer. The MDA raises a great deal of money each year with its annual Labor Day telethon, but it also raises money through the "Shamrocks" program with local business, MDA events such as the "Muscle Walk," "Fill the Boot" fundraisers conducted by local firefighters, and social events such as Cyclone Hockey's "Jerseys Off Our Backs."

Muscular Dystrophy Association of Central Iowa Executive Director Danielle Etter makes a point of noting that every little bit is important.

"A lot of people say, 'Oh, I can't donate that much,' or, 'This event isn't going to do that well,' but every little dollar adds up a lot faster than most people would think and it does make a huge difference," said Etter when discussing social events, such as Cyclone Hockey's "Jerseys Off Our Backs" silent auction. "For instance, the free flu shot they receive, it's \$30 dollars, so every \$30 dollars or \$100 adds up fast to provide the services that we offer to our patients."

The minimum bid for each jersey is \$80, the minimum bid for autographed player headshots is \$10, the minimum bid for autographed team posters and autographed team programs is \$5, and the team-autographed wooden hockey stick is \$75. Individuals bidding on jerseys in-person at the game who make the winning bid will also have their

picture taken with the player whose jersey they win. Each winning bid on all items is treated as a charitable donation and is tax deductible.

A full list of player jerseys and autographed player headshots is listed below. Instructions for how to place a bid in-person at the game and/or over the telephone, via e-mail, via Facebook, or via Twitter follow the item listing.

### **Jerseys**

- 1 Peter Alexander
- 2 Alec Wilhelmi
- 3 Antti Helanto
- 4 Shawn Crawford
- 5 Justin Wilkinson
- 6 Mike Dopko
- 7 Trevor Lloyd
- 8 Mark Huber
- 9 Derek Kohles
- 10 Brody Toigo
- 11 J.P. Kascsak
- 12 David Elliston
- 14 James Buttermore
- 15 David Kurbatsky
- 16 Dominic Toigo
- 17 Jake Rombach
- 18 Brandon Clark
- 19 Jon Feavel
- 21 Mike Falvey
- 22 Ryan Reid
- 23 Chris Cucullu
- 25 Matt Bennett
- 26 Brian Rooney
- 27 Joe Bueltel
- 30 Paul Karus
- 31 Jared Andersen

### **Autographed Headshots**

- 1 Peter Alexander
- 2 Alec Wilhelmi
- 3 Antti Helanto
- 4 Shawn Crawford
- 5 Justin Wilkinson
- 6 Mike Dopko
- 7 Trevor Lloyd
- 8 Mark Huber
- 9 Derek Kohles
- 10 Brody Toigo
- 11 J.P. Kascsak
- 12 David Elliston
- 14 James Buttermore
- 15 David Kurbatsky
- 16 Dominic Toigo
- 17 Jake Rombach
- 18 Brandon Clark
- 19 Jon Feavel
- 21 Mike Falvey
- 22 Ryan Reid
- 23 Chris Cucullu
- 25 Matt Bennett
- 26 Brian Rooney
- 27 Joe Bueltel
- 30 Paul Karus
- 31 Jared Andersen

### **Miscellaneous**

- Team-Autographed Stick (1 available)
- Team-Autographed Posters (5 available)
- Team-Autographed Programs (5 available)

### **INSTRUCTIONS**

#### **In-Person**

Go to the upper concourse, find the item you're interested in bidding on, and fill out the sheet accordingly per instructions listed in the silent auction area.

#### **Telephone**

- Player Jerseys 1-15: Call 641-814-2062 (Heather will answer)
- Player Jerseys 16-31: Call 720-333-6126 (Kelly will answer)
- Photos and Miscellaneous: Call 563-212-1749 (Laura will answer)

Individuals making a bid via telephone will receive an e-mail response when they have been outbid by another bid, be it by an in-person bid, telephone bid, other e-mail bid, Facebook bid, or Twitter bid.

#### **E-mail**

Make e-mail bids to [cyhockeymt@gmail.com](mailto:cyhockeymt@gmail.com). When e-mailing your bid, list in the subject line the item you are bidding on, your bid, and your name, as follows: Stick – \$100 – John Doe. Also include the same information in the body of your e-mail.

Individuals making a bid via e-mail will receive an e-mail response when they have been outbid by another bid, be it by an in-person bid, telephone bid, other e-mail bid, Facebook bid, or Twitter bid.

### **Facebook**

Go to Cyclone Hockey's Facebook page (<http://www.facebook.com/CycloneHockey>) and post a bid, indicating the item you are bidding on, your bid, and your name, as follows: Jersey – 1 Peter Alexander – \$500 – John Doe.

Individuals bidding on items via Facebook will be notified on Facebook in response to their post when they have been outbid by another bid, be it by an in-person bid, telephone bid, e-mail bid, other Facebook bid, or Twitter bid.

### **Twitter**

Send a Direct Message to Cyclone Hockey on Twitter and indicate the item you are bidding on, your bid, and your name, as follows: Jersey – 2 Alec Wilhelmi - \$500 – John Doe.

Cyclone Hockey's page on Twitter is: <http://twitter.com/cyclonehockey>. Direct Messages should be sent to @CycloneHockey

Individuals bidding on items via Twitter will receive a message back in response to their Direct Message when they have been outbid by another bid, be it an in-person bid, telephone bid, e-mail bid, Facebook bid, or other Twitter bid.

### **WINNER NOTIFICATION**

The end of bidding will be announced at the game, at which point in-person bidders will be able to check if he or she has the winning bid. In-person bidders will be able to bring their item home with them following payment.

Individuals bidding by telephone and e-mail will be notified via e-mail that he or she has the winning bid. Individuals bidding via Facebook will be informed via Facebook posting that her or she has the winning bid. Individuals bidding via Twitter will receive a Direct Message from Cyclone Hockey that he or she has the winning bid. Winners not bidding in-person must respond to notification within five (5) minutes upon the conclusion of the game.

Shipping and payment information will be collected in subsequent correspondence immediately after the conclusion of the auction.

### **PAYMENT**

Accepted forms of payment for those bidding in-person during the game are check, credit card, and cash and must be paid at the conclusion of the auction.

Credit card payment is the ONLY form of payment accepted for individuals with winning bids via telephone, e-mail, Facebook, and Twitter.

### **SHIPMENT**

Jerseys, autographed headshots, team posters, and team programs will be shipped by Cyclone Hockey to winners bidding via telephone, e-mail, Facebook, and Twitter at a cost of \$5.00. Shipping for the winner of the autographed stick, if not won by an in-person bidder, is \$8.00.

The Iowa State Cyclones play in the Central States Collegiate Hockey League (CSCHL) and are a member of the American College Hockey Association's Men's Division 1. Season tickets for the 2011-12 season are now on sale. Call the Cyclone Hockey office today at 515.294.6164 for more information or visit [www.cyclonehockey.com](http://www.cyclonehockey.com)