



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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### Cyclone Hockey Alum Joe Schaffer Competing in Red Bull Crashed Ice World Championships

*Ice-cross downhill event in St. Paul, Minnesota, kicks off today*

**Jan. 12, 2012 – Ames, Iowa** – Cyclone Hockey is excited to announce that former team captain Joe Schaffer will be competing in the Red Bull Crashed Ice World Championships in St. Paul, Minn., today through Saturday, January 14.

Schaffer, who was part of the Cyclones' ACHA Men's Division 1 national championship team in 1992 and an ACHA Men's Division 1 Second Team All-American in 1994-95, is set to compete in the first Red Bull Crashed Ice World Championship ice-cross downhill event to be held in the United States after he qualified for the event at a qualification round held in Duluth, Minnesota. The event marks the first leg of the 2012 Red Bull Crashed Ice World Championship Series and will be nationally televised Saturday, January 21, from 1:00 to 3:00 p.m. Central Time on NBC as part of the "Red Bull Signature Series."

Although ice-cross downhill is fairly new to the United States, the first Red Bull Crashed Ice event took place in Stockholm, Sweden in 2001. The extreme sport features athletes on hockey skates and in full pads racing down a downhill ice course that features hairpin turns, harrowing drops, intimidating jumps, and high banks, all done at speeds reaching up to 40 miles per hour. Shootout rounds are held with athletes taking timed runs one at a time, while elimination rounds and the finals are held four racers at a time.

Schaffer will first compete in the National Shootout this afternoon from 1:30 to 3:00, when 100 U.S. athletes will race down the course one at a time, with the fastest 64 advancing to Friday night's Elimination Round. On Friday afternoon, from 12:45 to 2:30, 75 international athletes will race down the course one at a time in the International Shootout for 64 spots in the Elimination Round and join the 64 advancing from the National Shootout to comprise the Elimination Round Friday night from 7:00 p.m. to 8:30. The Elimination Round is run four racers at a time, with the top two from each heat advancing to the Finals. Those 64 athletes will then compete in bracketed competition in the Finals Saturday night from 7:00 to 9:00 until a champion is crowned. The top four U.S. athletes from the Red Bull Crashed Ice World Championship event in St. Paul will be offered a spot on Team USA, as the series seeks to establish an American team for the other three events of the Red Bull Crashed Ice World Championship Series. The team will be coached by veteran Red Bull Crashed Ice World Series competitor and former University of Minnesota hockey player Charlie Wasley. The remaining three events after the St. Paul round will be held in Valkenburg, Holland, February 2-4; Åre, Sweden, Feb. 16-18; and Quebec City, Canada, March 15-17.

The three-day St. Paul event will be held on a course constructed around the Cathedral of Saint Paul in downtown St. Paul. Admission to the event is free, except for in the 93X Crash Zone, which gives fans access to premier viewing, food and beverage concessions, music, and a jumbotron to watch all the action on the quarter-mile track. Fans who want to watch the events live but cannot be there in person can do so online on Red Bull TV ([www.redbull.tv](http://www.redbull.tv)).

Not a professional ice-cross downhill athlete by trade, although a bona fide adrenaline junkie, Schaffer is the president of Minnesota Native Landscapes, Inc. in Otsego, Minnesota, just northwest of the Twin Cities. He will be sponsored at the Red Bull Crashed Ice World Series event in St. Paul by Westwood Sports, a sporting goods chain in the Twin Cities that specializes in hockey but offers equipment in numerous other sports. Schaffer and his wife, Amy, who is also a graduate of Iowa State, live in Monticello, Minn., with their four children: Eli, Lucy, and twins Dinah and Gina.

The Cyclones will only be able to be with Schaffer in thought and spirit, though, as the team has a big home series against the ACHA Men's Division 1 22<sup>nd</sup>-ranked Kent State Golden Flashes this Friday and Saturday. Both games are scheduled to start at 7:30 p.m. Friday night's game is Iowa National Guard Night, with a limited number of special Iowa National Guard hockey cards of the Cyclone Hockey team captains available for an autograph session after the game. The Cyclones will hold Marcus Andary Night on Saturday to remember the late Cyclone hockey player, who was killed at the scene of a car accident in St. Paul, Minnesota, late in the evening on December 18.

Group-rate discounts and benefits apply for groups of as few as 15 people. Call the Cyclone Hockey office at 294.6164 for more information.