

For Immediate Release

ALLISON SARGENT PRODUCED SPECTACULAR EVENTS TO OPEN AND CELEBRATE 25TH ANNIVERSARY OF EMPIRE STATE WINTER GAMES

Ceremonies Honor New York's Amateur Athletes and the 1980 U.S. Olympic Team

MONTCLAIR, NEW JERSEY (March 17, 2005) – **Allison Sargent Enterprises (ASE)**, a full-service special events and corporate gifts company, recently planned and produced a series of dramatic events, including the opening ceremonies, in Lake Placid, New York to celebrate the 25th anniversaries of the **Empire State Winter Games** and **1980 Olympic Winter Games**.

Ms. Sargent's team created the opening ceremonies with the theme "Ignite the Spirit" that welcomed 1,400 amateur athletes from across New York State to this year's winter competition. The athletes came to compete in nine winter sports including figure skating, women's hockey, luge, bobsled, and cross country and Alpine skiing. Opening ceremonies featured a salute to athletes who were illuminated by a cascade of theatrical lighting and dynamic soundtrack of music filled the space.

The event was held in the Olympic skating rink, which was just named the Herb Brooks Arena. Coach Brooks led the legendary U.S. Olympic hockey team that miraculously beat the Russians and Finland to win the gold medal. The team's achievement, in fact, was immortalized in feature film "Miracle."

"This was one of most important, memorable and inspiring projects that we've had the opportunity to plan, design and execute," said Ms. Sargent. "Our goal was to pay tribute to all the exceptional young men and women who participated in previous Empire State Games and produce a dramatic opening. We were deeply impressed by the spirit of all the athletes we met at Lake Placid, especially members of the 'Miracle on Ice' hockey team who returned to commemorate the 1980 games."

On the following evening, ASE also produced the exciting "*Big Air*" exhibition at the MacKenzie-Intervale Ski Jump Complex that featured some of the world's top athletes performing on skis, snowboards and the trampoline. Trace Worthington, the most successful men's freestyle skier in U.S. history, was the master of ceremonies for this high-flying, action-packed show.

The finale, which Ms. Sargent created on this moonlit, magical evening, featured a spectacular fireworks exhibition. Bay Fireworks, who worked with ASE during the Republican

National Convention last summer, filled the night sky with bright lights, colors and booming sound, which produced roars of approval from the audience.

The Empire State Games are presented by the New York State Lottery and New York State Office of Parks, Recreation and Historic Preservation as well as Governor George E. Pataki.

About Allison Sargent Enterprises

Allison Sargent Enterprises is a full-service company that specializes in planning, creating and producing corporate and social events as well as providing one-of-a-kind gifts and promotional items. The company custom designs and executes each corporate event to help an organization achieve real business objectives such as building relationships with clients and sales. Also, ASE works behind the scenes using an incredible variety of resources to plan exceptional social occasions that celebrate life's important passages. The company's corporate clients include American Express, British Airways, Continental Airlines, Diane Turton, Realtors, Edison Electric Institute, Johnson & Johnson, Lord & Taylor, Montclair School District, New York State Lottery, PSE&G and UPS.

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