



The Coolest Celebration on Earth™

December 1, 2007

Contact: Molly Steinke, Nemer Fieger, 952-278-3142 or 612-309-1677

KEEP CARNIVAL COOL – BUY STOCK IN A BLOCK

Saint Paul Winter Carnival Offers Community Ownership in Carving Events

Saint Paul, Minn. (December 1, 2007) --- The Saint Paul Winter Carnival has been a source of community pride providing family fun events since 1886. This year, “the Coolest Celebration on Earth™” is offering the community a chance to own a piece of Winter Carnival by selling shares of stock to support the Ice & Snow Carving Competitions.

For \$122 a piece --- in honor of the Saint Paul Carnival's 122nd year --- the public can help keep the Carnival “cool” by buying stock in a block of ice. Five dollars from each stock sale will go to the Dorothy Day Center in Saint Paul to help provide a warm meal for a fellow community members in need.

The fundraising goal is \$122,000 which would cover all costs for producing and managing both events as well as help feed over 1,400 people through The Dorothy Day Center.

Stock brokers will be on-site at the Winter Carnival Button Bash to sell the first certificates of ownership. The event will be held on Saturday, December 1 beginning at 10 a.m. at the Wells Fargo WinterSkate Rink near Landmark Center (75 W. 5th Street, Saint Paul). Those interested in purchasing Winter Carnival stock may also do so online at www.winter-carnival.com.

In appreciation for their support, “stock holders” will receive an official certificate of ownership. The first 122 to buyers will also have the chance to march in a 2008 Winter Carnival Day Parade.

The 122nd Saint Paul Winter Carnival will take place January 23 – February 3, 2008. The majority of events will take place in and around Downtown Saint Paul near Landmark Center and Rice Park. For more information, please visit www.winter-carnival.com.

About Dorothy Day Center:

The Dorothy Day Center, located on Old 6th Street in Saint Paul, provides meals, food shelf and medical care for homeless and near-homeless individuals in the Metro area. It is one of the many branches of Catholic Charities, one of the Twin Cities' largest private providers of social services, working to strengthen families and reduce poverty in the Minneapolis and St. Paul metropolitan area. With a diverse range of programs, Catholic Charities helps tens of thousands of people annually, regardless of faith.

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