

## FOR IMMEDIATE RELEASE

### Martin's and other Heritage Square merchants to host third annual ice carving contest February 21

**SOUTH BEND, IN/February 9, 2008/Martin's Super Markets/** -- Martin's Super Markets and other Heritage Square merchants will host an ice carving contest on Saturday, February 21 at Heritage Square, located at SR23 and Gumwood in Mishawaka. The event is free to the public.

Thirteen regional ice carvers will compete for cash prizes during the two-stage competition.

Beginning at 10:00 a.m., each Heritage Square merchant will host a carver as he or she demonstrates techniques and skills required to create a freeform design during a two-hour, non-competitive demonstration period. At 1:00 p.m., the carvers will move to the plaza fountain area of the Square, located outside Martin's Side Door Deli, for the competitive phase of the event.

There, each of the carvers will create one-of-a-kind ice sculptures to their own personal themes. Carvers will have three hours to complete their sculptures, each working from a block of solid ice 10" by 20" by 48" in size.

Defending their titles will be last year's competition first-place winner, Casey Hochstetler; second-place winner Andrew Thistlethwaite; and third-place winner Danny Bloss.

At 4:00 p.m., area media celebrities will judge the competitors' final designs on the basis of originality, utilization of space, neatness of work area and final proportion. Winners will be announced at 4:30 p.m. Cash prizes will be awarded to first-, second- and third-place winners, and all entrants will receive a gift.

Observers will also have the opportunity to vote for their favorite sculpture in a People's Choice Award. Visitors are also encouraged to bring cameras, as they are welcome to photograph the carvers while they work, as well as capture images of the final ice sculptures. Spectators may also enter for a chance to win a four-night, five-day cruise for two between 1:00 p.m. and 3:00 p.m. The winner will be announced at 3:00 p.m., and need not be present to win.

Concurrent with the competition, Martin's will host a cookout and Leinie Lodge will be serving their famous BerryWeiss Chili. All proceeds from both will benefit Heat for Homes, a program funded in part by Martin's customers, Martin's Super Markets and matched by NIPSCO. The program helps those in need subsidize home heating costs during the winter months. The cookout will be offered from 11:00 a.m. until 4:00 p.m.

Martin's Super Markets was founded in 1947 and currently has 20 stores in South Bend, Mishawaka, Granger, Elkhart, Goshen, Plymouth, Nappanee and Logansport, Indiana, and Niles, Stevensville and St. Joseph, Michigan.

Holladay Properties' Heritage Square, a 230-thousand square-foot open air shopping center, blends upscale retail, restaurants, cafes and personal services, making it South Bend/Mishawaka's newest and most distinctive shopping experience.

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