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FOR IMMEDIATE RELEASE:



NEW REA AMENITIES TO DEBUT AT HOCKEY SEASON OPENER

Newly Upgraded Features to Heighten Fan Experience Roll Out on Saturday

GRAND FORKS, ND, September 30 – The University of North Dakota (UND) men’s hockey season begins this weekend with UND’s home opener versus the University of Manitoba Bisons on Saturday, October 5th at Ralph Engelstad Arena. Puck drop is scheduled for 7:07 pm. Tickets are available at the Ralph Engelstad Arena box office or via ticketmaster.com. Ticket prices for Saturday’s home opener are as follows: adult tickets are \$25 each and youth (2-12) tickets are just \$15 each.

Saturday evening’s exhibition game against Manitoba launches the 19th season of UND hockey at the Ralph and the venue is excited to announce many improvements and new initiatives for the upcoming season. Here is a brief summary of all that is new at the Ralph for the upcoming hockey season:

New Center-Hung Video Display – measuring almost four times larger than the previous center-hung video display, the Ralph’s new High-Definition video display is the center-piece of the venue’s \$6 million dollar Fan Experience Upgrade project during the off-season. As a tribute to our more than 2,600 Champions Club members, we’ve created a graphic for the new center-hung video display that includes the name of each and every Champions Club member. Every member of the Champions Club will have a chance to see their name” up in lights” on the new screen Saturday night!

New LED Fascia Ribbon – all 900 feet of the venue’s LED fascia ribbon has been replaced with new displays that are much clearer and brighter than the previous ribbon.

New LED Portal Displays – there are now 34 LED portal displays in the seating bowl that are completely integrated with the rest of the digital inventory in the bowl and will provide an opportunity for the venue’s production staff to greatly enhance the game atmosphere.

New North & South End Zone Displays – there are now video boards on both the North and South ends of the venue, high above the Club Lounges. These displays will be used to provide in-game stats, out-of-town scores, and other important event information.

New LED Sports Lighting System – a new LED lighting system has been installed in the Main Arena that greatly enhances the coverage, brightness, and quality of light for all events, including home hockey games.

Media Control Room Upgrades – the venue’s media control room was outfitted with all new production equipment during the off-season as a part of the Fan Experience Upgrade project.



New Cameras – all of the cameras that are used to provide content to our new video boards were replaced this off-season and our new High-Definition video cameras greatly enhance the quality of the images that we're able to use on our new displays, when compared to the prior Standard-Definition cameras.

Concourse Counters – fans will find new granite counter-tops around the concourse columns on the Main Concourse this season. This increased counter-space will provide additional space for fans to gather as they enjoy the myriad of food and beverage options available at the Arena.

New Uber and Lyft Ride-Share Drop Off and Pick Up Location – the Uber and Lyft ride-share drop-off and pick-up location has been moved to the front of the venue (East) as more and more fans continue to utilize this type of service to get to and from hockey games. The new location will greatly improve the ingress and egress procedures for fans and will provide more space for Uber and Lyft drivers, thus improving the fan experience when booking ride-share transportation.

Walk-Through Metal Detectors – walk-through metal detectors will be used for the all UND Athletics this season, including UND home hockey games, in an effort to improve fan safety. Fans are encouraged to arrive early, travel lightly, and leave all non-essential items at home or in your vehicle.

Ticket Mini-Packs – there is now a limited number of ticket packages for UND men's hockey in the Upper Bowl for those who seek to attend only Friday night games or only Saturday night games. Visit the Ralph Engelstad Arena box office for more information.

UND Game Programs are now Digital – UND Athletics is no longer printing hard copies of game programs. Game programs for all UND sports, including men's hockey, are now available online via the UND Athletics website. There will not be any game programs available for sale at hockey games this season. However, there will be free line-up cards for fans to grab at concessions stands in the Ralph. These free line-up cards will be available at all home hockey games this season.

New Sioux Shop Website – the Sioux Shop at Ralph Engelstad Arena has a new website for fans that are looking for the latest licensed and authentic UND Athletics items. Visit us online at www.siouxshop.com to see the new and improved shopping portal.

New Concession Items – there will be a variety of new concession items for fans this season, including items such as Rice or Noodle Bowls (Teriyaki Chicken, Sweet and Sour Chicken, or a Shrimp Bowl), Fruit-Topped Funnel Cakes, Brownie Batter Dip-n-Dot ice cream and a fourth Dip-n-Dots ice cream location, as well as the very popular White Claw beverages that will now be available.



Ralph Engelstad Arena Beer - a brand new Ralph Engelstad Arena beer brewed by Half Brothers Brewing Company will be launched at the Ralph this season. “Nodak No. 23” is a lager with a hint of color and a unique flavor brewed exclusively for the Ralph and is only available at the Arena or the Half Brothers retail location in downtown Grand Forks.

UND Student Concessions Discount – in an effort to recognize the important role that UND students play with the UND hockey program, UND student will be allowed to purchase a select menu of concessions items at a 50% discount this season. For the upcoming season, eleven (11) concessions items will be available at a discounted price to UND students. UND students will simply show their valid UND student ID card at concession stands to receive the discount.

Shuttle Busses – the shuttle busses that transport between the UND parking ramp and Ralph Engelstad Arena are back. Shuttle busses will transport fans back and forth from the UND parking ramp and the Ralph for every UND home hockey game this season.

Deek’s Pizza Sing-A-Long: During event UND home hockey game, we’ll ask all of our fans to get on their feet and sing along with the lyrics on the video board as we introduce the Deek’s Pizza Sing-A-Long. We’ll unveil the Deek’s Pizza Sing-A-Long on Saturday night with the classic “Country Roads” song and can’t wait to hear our fans belt it out!

For more information on any of the improvements or new initiatives for the upcoming season at the Ralph, please feel free to contact Jody Hodgson at (701) 777-6633 or jodyh@theralph.com.

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