



NEWS RELEASE

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STEELHEADS HOST PINK IN THE RINK TO SUPPORT BREAST CANCER

BOISE, Idaho – The Idaho Steelheads will wear one-of-a-kind pink jerseys this week as part of a fundraiser for breast cancer care and treatment to benefit patients at St. Luke's Regional Medical Center's Mountain States Tumor Institute (MSTI).

The team will wear the jerseys for the three-game series against the Phoenix RoadRunners beginning Wednesday night. Silent auction tables will be set up on the concourse during the three games and fans may bid on their favorite player's jersey and/or buy it outright for \$1,000. The jerseys will be presented to the winning bidder by the player immediately following Saturday's game. All of the dollars raised will go to St. Luke's.

The overall look of the jersey is inspired by the Colorado Avalanche jersey design, is pink and gray, and adorns an embroidered Steelheads pink breast cancer awareness ribbon logo.

In addition, a limited number of pink ball caps with matching logos will be sold for the fundraiser.

The Steelheads and St. Luke's have teamed up in the past to auction off jerseys and have to-date raised nearly \$100,000 for the hospital.

Tickets for Steelheads home games are available at the Qwest Arena Box Office, by visiting any Select-A-Seat outlet, by calling 331-TIXS (8497), or through the Steelheads website by logging on to www.idahosteelheads.com. Season tickets, Flex-Plans and Mini-Plans are also available by calling (208) 383-0080.

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