

All New Artificial Ice Events Website is Launched: A Showcase of Synthetic Ice Rinks in Time for Summer

May 13, 2009 – (Peabody, MA) Artificial Ice Events, the makers of synthetic ice skating rinks and surfaces, has teamed up with the awarding winning team at Digital Surgeons in designing their new website www.artificialiceevents.com. It's time for a 'Winter Holiday in July' with this year-round, any-climate alternative to the frozen town pond.

The new website is designed from the ground up to be a smooth and enjoyable experience for the visitor. The site allows the user to smoothly navigate and access features such as a simple contact form, information about sales and rentals, and an engaging photo and video gallery of people enjoying ice skating at all kinds of special events.

The Artificial Ice Events online vision not only targets the ideal client, but also showcases how fun and flexible using their synthetic ice skating rinks can be. Artificial Ice Events uses a unique, all climate plastic polymer for their skating rinks that allows for ice skating in any season and in any climate. Using a synthetic ice rink is less expensive than maintaining a natural ice rink. It does not require refrigeration and is easier on the environment, saving energy and conserving water.

In fact, Artificial Ice Events is already becoming popular in states like Texas, Arizona, California and Florida where real ice is never available because of the year round warm temperatures. Outdoor ice shows and hockey exhibitions in Phoenix, San Antonio, and Miami are now a reality with synthetic rinks from these professionals. The versatility of their product allows for rink construction in any climate and installation on any flat surface.

Synthetic rinks attract many people who have never before experienced real ice skating and provide year-round access to skaters formerly limited by seasonal conditions. Synthetic ice rinks are used on luxury cruise ships and can even be built at the beach, making it possible to go from surfing in the ocean to skating on 'ice' while still wearing your swimsuit!

Michael Gallant, the owner of Artificial Ice Events, has seen the success of his synthetic ice rinks at a wide variety of special events. Gallant, a professional competitive speed skating veteran, was looking for a way to combine his love of skating with his experience as an event planner and Artificial Ice Events was the answer. His portable synthetic ice skating rinks have been a hit at holiday parties, corporate events, public town ice skating nights, winter weekend celebrations, winter mall displays and any event that allows for some innovative fun.

For more information about synthetic ice rinks sales and rentals, as well as professional event planning services, contact Artificial Ice Events at 800.275.0185 or visit their new website at www.artificialiceevents.com.