



## 10 YEARS OF MEMORIES

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### **PEPSI CENTER CELEBRATES 10<sup>th</sup> ANNIVERSARY WITH PLAZA OF FAME**

DENVER - In honor of the venue's 10 year anniversary, Pepsi Center and Kroenke Sports Enterprises unveiled today a new place to honor fans, events, and the two primary teams that helped build one of the finest arenas in the country.

Pepsi Center's Plaza of Fame is decorated with commemorative bricks from Nuggets and Avalanche season ticket holders, Pepsi Center suite holders, club seat holders and corporate partners. As KSE Executive Vice President Paul Andrews states, "These people are the foundation of why we're here. Without these groups, Pepsi Center and its teams would not exist."

With Colorado Governor Bill Ritter and Denver Mayor John Hickenlooper in attendance, Nuggets and Avalanche players and executives unveiled two permanent, cornerstone pillars at a special ceremony Wednesday dedicating The Plaza. These pillars honor the tradition and successes of the Nuggets and Avalanche - highlighting player and team accomplishments.

President and General Manager of Ascent Arena Company, Tim Romani was directly responsible for all aspects of the design and construction of the venue. "These pillars represent the very reason this beautiful arena was built - to give the Nuggets and Avalanche a state-of-the-art facility to call home and to create memories that will last a lifetime."

Those sentiments were echoed by Pepsi Senior Vice President and General Manager, Margaret Gramann. "Pepsi Center is a true Denver landmark that plays a vital role in our community. Not only is it the home of our favorite sports teams and the site of so many memorable concerts and events, but it's also a place that attracts the best fans in the country. Pepsi is proud of its 10-year partnership with Pepsi Center, as well as with the Denver Nuggets and the Colorado Avalanche, and we look forward to many more successful years together."

Serving as a fundraiser for Kroenke Sports Charities, The Plaza of Fame offers fans the opportunity to help celebrate "10 Years of Memories" in their own special way. By purchasing a personalized brick in The Plaza of Fame, fans can relive their favorite game, honor a family member or relay a team message. These bricks become a permanent part of Pepsi Center and a display for generations to come while supporting the community outreach efforts for children and families supported by Kroenke Sports Charities.

For more information on the brick project, please visit [www.PepsiCenter.com/brick](http://www.PepsiCenter.com/brick).