For Immediate Release: Friday, January 22, 2016

Contact:
Chyresse Wells, ESD | Chyresse.Wells@esd.ny.gov | (800) 260-7313
Megan Cahill, Syracuse Crunch | 315.473.4444 (office) | 315.730.1842 (cell)

EMPIRE STATE DEVELOPMENT ANNOUNCES PARTNERSHIP WITH 2016 TOYOTA AMERICAN HOCKEY LEAGUE ALL-STAR CLASSIC AND I LOVE NEW YORK FAN FEST

Syracuse Crunch to Host 2016 Toyota AHL All-Star Classic Jan. 31 & Feb. 1

To View 2016 AHL All-Star Event Posters Click Here and Here

Empire State Development (ESD) today announced a partnership with the 2016 Toyota American Hockey League (AHL) All-Star Classic and I LOVE NEW YORK Fan Fest, which will take place Sunday, January 31 through Monday, February 1 in Syracuse.

“Winter in New York State is better than ever, with opportunities to ski the state’s 51 mountains, snowmobile hundreds of miles of trails, and attend the 2016 AHL All-Star Classic,” said Empire State Development President, CEO & Commissioner Howard Zemsky. “We’re excited to work with all five New York AHL teams to connect sports fans with the many winter attractions and destinations found across the state. Through a partnership with I LOVE NEW YORK, the Syracuse Crunch will welcome thousands of fans to downtown Syracuse Jan. 31 – Feb. 1 to enjoy the action-packed AHL event.”

Through a partnership with I LOVE NEW YORK, fans are offered the opportunity to purchase tickets to the 2016 Toyota AHL All-Star Classic at a discounted price. For more information or to purchase tickets, visit www.iloveny.com/AHL.

“We are honored to have great support from our home state and I LOVE NEW YORK,” said Syracuse Crunch owner Howard Dolgon. “Now fans from across the United States and Canada will get to experience all the wonderful things our great state has to offer.”
The 2016 Toyota AHL All-Star Classic schedule of events is as follows:

**Sunday, January 31:**

12 p.m. – 8 p.m. – I LOVE NEW YORK Fan Fest at the Oncenter. Free and open to the public.

4:30 p.m. – C&S Companies VIP Party featuring Five for Fighting, Rob Bartlett and Moody McCarthy.

8 – 10 p.m. – 2016 Toyota AHL All-Star Skills Competition at the War Memorial Arena.

**Monday, February 1:**

8 a.m. – 7 p.m. – I LOVE NEW YORK Fan Fest at the Oncenter. Free and open to the public.

11 a.m. – 12:30 p.m. – Hall of Fame Induction and Awards Ceremony at Crouse Hinds Theater

7 – 10 p.m. – 2016 Toyota AHL All-Star Challenge at the War Memorial Arena.

*Event times are subject to change. Ticket information is available at syracusecrunch.com.*

The 2016 Toyota AHL All-Star Classic will feature top young talent in the American Hockey League. Of the 679 players to take part in the AHL All-Star Classic since 1995, more than 93 percent have competed in the National Hockey League, including Patrice Bergeron, Ben Bishop, Troy Brouwer, Ryan Callahan, Zdeno Chara, Logan Couture, Jiri Hudler, Tyler Johnson, Chris Kunitz, Ryan Miller, Gustav Nyquist, Zach Parise, Tuukka Rask, Pekka Rinne, Bobby Ryan, Cory Schneider, Patrick Sharp, Jason Spezza, Eric Staal, P.K. Subban, and Mats Zuccarello.

Announced by Governor Cuomo at the [Third Tourism Summit](http://example.com) in November 2015, ESD’s Division of Tourism/I LOVE NEW YORK has partnered with all five New York State AHL teams: Utica Comets, Rochester Americans, Albany Devils, Binghamton Senators, and the Syracuse Crunch. The partnership aims to increase the economic impact of spectators at New York winter sporting events and expose sports fans to winter getaway opportunities throughout the State.

The Toyota AHL All-Star Classic will be broadcast to a national audience and attract travelers from across the United States and Canada. The iconic I LOVE NEW YORK logo will be featured on the ice, throughout the arena and in other marketing efforts, including print and digital. In addition, the I LOVE NEW YORK Winter Ad, first revealed
at the Third Tourism Summit, will be shown both in the stadium and on air during the televised event.

“I am thrilled that the City of Syracuse will be home to the 2016 Toyota AHL All-Star Classic and I LOVE NEW YORK Fan Fest. This collaborative event will help to showcase the outstanding talent that we have here, while also promoting the many wonderful indoor and outdoor activities that both residents and tourists can enjoy during the winter months in Central New York,” said Senator John DeFrancisco.

“We are excited to invite thousands of hockey fans to the region Jan. 31 and Feb. 1 for the 2016 Toyota AHL All-Star Classic,” said Assemblyman William Magnarelli. “Thanks to Governor Cuomo’s commitment to tourism, we are able to host this national event, putting the spotlight on Syracuse and making Central NY a winter destination with something for everyone.”

“Upstate New York, especially the city of Syracuse, is the perfect place to showcase how amazing our area is in the winter months,” said Assemblywoman Pamela Hunter. “We are excited to welcome the AHL and its fans to Downtown Syracuse for the All-Star Classic. We know they will fall in love with winter in New York by the time the puck drops.”

“We are excited to host the 2016 Toyota American Hockey League All-Star Classic,” said Onondaga County Executive Joanie Mahoney. “The Syracuse Crunch partnering with I LOVE NEW YORK adds even more fun to the fan experience on top of the great hockey that will be played by stars in the AHL. We look forward to welcoming people from all over the United States and Canada to Onondaga County for a fantastic experience.”

“I am pleased to welcome the 2016 Toyota AHL All-Star Classic to Syracuse, which is proudly a City for all seasons,” said Syracuse Mayor Stephanie A. Miner. “I look forward to hockey fans from across the country descending upon Downtown Syracuse to enjoy their favorite sport and to sample our wide array of restaurants, bars, and cultural attractions.”

The 2016 Toyota AHL All-Star Skills Competition on Jan. 31 (8 p.m. ET) will keep its traditional format, with All-Stars from the Eastern Conference squaring off against All-Stars from the Western Conference in seven skills events.

The 2016 Toyota AHL All-Star Challenge will take place on the evening of Feb. 1 (7 p.m. ET). Instead of a traditional 60-minute game, the AHL’s All-Stars will be divided into four teams, one representing each of the league’s divisions (Atlantic, North, Central, and Pacific). The teams will then play a round-robin tournament featuring six games of nine minutes each; the first half of each game will be played at 4-on-4, and the second
half at 3-on-3. The two teams with the best records at the end of the round-robin tournament will face off for the championship, a six-minute game played at 3-on-3.

In operation since 1936 and celebrating its 80th anniversary season in 2015-16, the AHL continues to serve as the top development league for all 30 National Hockey League teams. More than 88 percent of today’s NHL players are American Hockey League graduates, and for the 14th year in a row, more than 6 million fans attended AHL games across North America in 2014-15.

Syracuse Crunch single game and season tickets are on sale now and can be purchased either in person at the Crunch Box Office located in the War Memorial at 800 South State Street in Syracuse or by calling the office at 315-473-4444. For the latest Crunch news, visit www.syracusecrunch.com or follow the club on Facebook (www.facebook.com/syracusecrunch), Twitter (@SyracuseCrunch) and Instagram (@officialsyracusecrunch) using #SyrCrunch and #BelieveInBlue.

**About New York State**

New York State features 11 beautiful vacation regions. New York’s attractions span from landmarks such as Niagara Falls, to the wine trails of Hudson Valley and treasures like the Baseball Hall of Fame in Cooperstown. Whether it’s wide-ranging outdoor activities for the whole family like fishing, hiking and boating, culinary wonders and farm-to-table fresh foods, or the rich history and culture of one of the 13 original colonies, New York State offers diverse activities for all travelers. For more information, visit www.iloveny.com. Media can find press releases and more at www.iloveny.com/thebeat.

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