Ice on Main skating rink gets new sponsor

Greenville Technical College to incorporate philanthropy focus into popular winter event

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Greenville's popular outdoor ice skating event has a new title sponsor in Greenville Technical College, a relationship that underscores the college's strong ties to the community it serves, said college President Keith Miller.

The sponsorship, announced Thursday, highlights the school's ongoing celebration of its half-century anniversary. "We continue the 50-year tradition of supporting the community, supporting families," Miller said.

"The community is very integrated with the college, and I think this helps strengthen that even more," he said. "It will make the college's name front and center in the minds of people who attend Ice on Main."

Greenville Technical College Ice on Main kicks off Nov. 23 and continues through Jan. 21.

Thursday's announcement also included the introduction of Greenville Tech Gives Back Sundays. A portion of the proceeds from four Sundays in December and January will go to Habitat for Humanity of Greenville County, up to a $3,000 donation, Miller said.

Greenville Tech Gives Back is the school's ongoing community service project, which aims to raise $16,000, in conjunction with other efforts, toward the construction of a new Habitat home, said Becky Mann, college spokeswoman. Staff and students from Greenville Tech will assist in the

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building, Miller said.

Admission to Ice on Main, located in Village Green at the intersection of Main and Broad streets, remains $10 for adults and $8 for kids for an all-day pass. The price includes skate rental. Greenville Tech Gives Back Sundays will be held 1 p.m. to 4 p.m. Dec. 2, Dec. 16, Jan. 6 and Jan. 13.

Previously announced improvements include a lengthened season, enhanced decor, clear dasher boards and improved seating for viewers.

"It's a spectator sport," said Greenville Mayor Knox White with a laugh. "We're going to work this year on making a better opportunity in terms of the viewing areas all the way around."

For more information on Ice on Main, which attracted more than 18,000 visitors last winter, go to www.iceonmain.com.