



SPECTACULAR SPORTING EVENTS AND COLISEUM CONCERTS

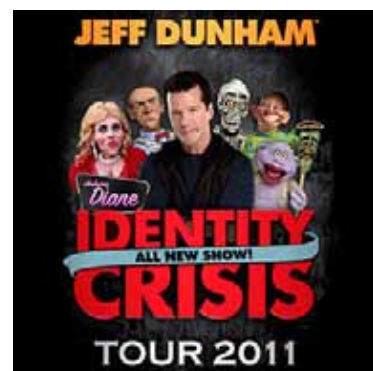
The top high school hockey teams return to **Veterans Memorial Coliseum** to compete for the 2011 state championship title on **March 3-5** at the **WIAA State High School Hockey Tournament**. For more information visit www.wiaawi.org. (see page 2)

Jeff Dunham's Identity Crisis Tour comes to **Veterans Memorial Coliseum** on **March 6** with his hilarious ventriloquist act that has entertained audiences all over the world. His partners in hilarity, Walter the grumpy retiree, Bubba the NASCAR loving redneck, the furry and manic Peanut, Jose' Jala-peno, the spicy pepper from south of the border and of course the skeletal Achmed the Dead Terrorist, have taken on a life of their own in his show. For more information on Jeff Dunham's Identity Crisis Tour visit www.jeffdunham.com.

Don't miss Christian contemporary music artist, **Chris Tomlin with Louie Giglio** in **Veterans Memorial Coliseum** on **March 10**. Chris Tomlin is an American Dove Award-winning artist, worship leader, and songwriter. Some of his most well-known songs are "How Great Is Our God," "Jesus Messiah," "Amazing Grace (My Chains Are Gone)" and most recent song "Our God." More information is available at www.christomlin.com.

March 19 brings the **Mad Rollin' Dolls Roller Derby** to the **Coliseum** for their fourth bout of the season "All Hail the Queens." The Quad Squad dukes it out with the Reservoir Dolls and the Unholy Rollers take on a visiting team. Doors open at 5pm and the action begins at 6pm. More information is available at www.madrollindolls.com.

The annual **Wisconsin Kids Folkstyle Wrestling State Tournament** returns to **Veterans Memorial Coliseum** on **March 25-26**. The best wrestlers from schools all over the state will compete in their respective weight and age classes to win the 2011 state tournament. To find out more visit www.wiwrestlingfederation.com.



BUSINESS WOMEN AND DAIRY CONFERENCES

Designed for the professional women, the **Business Women's Expo** convenes in **Exhibition Hall** on **March 1**. Providing valuable business networking and seminars with a vast range of professional women and exhibitors from the Madison area, this is an event you don't want to miss! For more information on the Business Women's Expo visit www.mcwproductions.com.

The **Professional Dairy Producers of Wisconsin** host their annual Business Conference and Tradeshow on **March 15-16** in **Exhibition Hall**. Attendees can learn about the dairy industry from experts and producers in the field. Go to www.pdpw.org.

CREATIVE CONSUMER EVENTS

The Madison Area Builders Association hosts the **Home Products Show** on **March 4-6** in **Exhibition Hall**. If you're interested in building a new home or remodeling your current home, this show is for you! Exhibitors will display and sell great products for home improvement. For more information, visit www.maba.org/index.php.

Looking forward to paddling on the beautiful lakes of Madison this spring and summer? **Canoeopia** is back in **Exhibition Hall** on **March 11-13** for another great show on paddling, canoes and kayaks. More info is available at <http://www.rutabaga.com/canoecopia>.

Madison's largest bicycle sale is back! On **March 11-13** the 18th annual **Bike-O-Rama** returns to the **Arena** with the best bicycle brands and accessories. Enjoy nine free daredevil shows featuring talented stunt rider Jeff Lenosky. More info on Bike-O-Rama is available at www.bikeorama.com.

Exhibition Hall hosts **Green Living Health Expo** on **March 26-27**. This unique expo is one of the largest green consumer and sustainable eco-marketplace expos. Professionals related to Eco-Friendly Vehicles, Alternative Fuels, Earth-Friendly Cleaning Products, Cleaning Services, Clean Air, Clean Water, Recycling, Natural Beauty will all be present at the expo.

On **March 26-27** the annual **Art Glass and Bead Show** brings nationally known instructors and vendors to **Exhibition Hall** for this crafty event. Attendees can make hands-on projects and attend classes for any skill level. More information can be found at www.beadshowmadison.com.

A GREAT PLACE FOR FANS, PLAYERS AND COACHES

The atmosphere at high school sporting events is unlike any other. Combine the energy of the fans and the passion of the best hockey players in the state and place them in a unique, large venue and you create a recipe for unparalleled excitement.

The top boys and girls high school hockey teams return to **Veterans Memorial Coliseum** to compete for the 2011 championship title on **March 3-5** at the **WIAA State High School Hockey Tournament**. The Coliseum offers expansive upholstered seating, superb sightlines, loud fan frenzy, the best ice and ice crew anywhere and much more.



Longtime hockey fan and tournament attendee, Mark Kvernen grew up attending hockey events and has been attending the WIAA Hockey Tournament for many years.

“My experience [with the WIAA Hockey Tournament] has been great. The atmosphere of the AEC is hard to describe compared to lo-

cal gyms, it really sets itself apart. The AEC does a good job of hosting this event; from parking, tickets, seats, food vendors and the first rate facility” Kvernen said.

Kvernen said the atmosphere at the WIAA Hockey Tournament at the AEC is electrifying.

“The excitement and energy of the fans is great. Hockey fans are very dedicated to their sport.” Kvernen said. “The [WIAA Hockey] Tournament is the place that everyone wants to get to at that time of year.”

The State Hockey Tournament at the Coliseum is the ultimate goal of every high school hockey program in Wisconsin. Playing on this big time ice rink with fans, family and the hockey world watching is the best experience possible.

“The Coliseum is a storied facility; every high school team dreams of playing there because of its history” Tony Libert, Middleton High School Hockey Coach said. “It’s where the greatest American Hockey coach Bob Johnson coached, the greatest hockey players in Wisconsin play, and it’s the best facility in the country for coaches.”

Libert said pictures of the Coliseum hang in 80-90 percent of high school hockey locker rooms in Wisconsin as a symbol of their year-end goal.

“The Coliseum is the greatest place to play your last ever high school hockey game” Libert said.

According to the Executive Director at the Alliant Energy Center, Bill DiCarlo, “We continually make improvements to enhance the State High School Hockey Tournament experience for the athletes and their fans. From quality ice, locker rooms, seats, sound and food; the Alliant Energy Center team of professionals is committed to the WIAA Hockey tournament and its success.”

For more information on the WIAA State High School Hockey Tournament, visit www.wiaawi.org.



Visit Alliant Energy Center's Web site

WWW.ALLIANTENERGYCENTER.COM

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