

NEWS RELEASE

Boys and Girls Home and Family Services, Inc.
Contact: Kim Friessen, Communications/Marketing Director
Phone: 712-293-4700
Date: January 8, 2010



First Year on the Ice! Sioux City Musketeers and Applebee's Restaurants Team Up to Raise Money for Boys and Girls Home and Family Services, Inc.

New this year! Join the Sioux City Musketeers, on the ice, as they serve dinner to guests during the twelfth annual Applebee's Face-Off for Charity, Thursday, February 11 at the Tyson Events Center/Gateway Arena. Tickets are \$20 for adults and \$10 for children, and include admission to the event, a choice of select Applebee's menu items and a 2010 commemorative puck.

This unique event raises money for Boys and Girls Home and Family Services, Inc., a local non-profit organization that has been helping Siouxland children and adolescents address emotional and behavioral issues and develop skills necessary to pursue a healthy future.

"Every year, the players look forward to this event, not only because it provides them with the opportunity to raise money for a worthwhile agency, but it also gives them a chance to interact and have fun with the fans who support them throughout the season," stated Jim Kronschnabel, President, Sioux City Musketeers. "Our great partner Applebee's has really stepped up in helping us move the event to the Tyson Event's Center. Due to the generosity of the Musketeers fans, Face Off for Charity has grown each year and this exciting move will allow room for more people to attend, provide a dynamic atmosphere, and most importantly, give us the opportunity to raise more money for the Boy's and Girl's Home. "

All funds raised during the live and silent auctions will benefit Boys and Girls Home and Family Services, Inc., and will feature a wide array of donated items, including memorabilia from professional to college sports. Up to 200 items are up for bid, offering autographed vintage and current Musketeer jerseys, pre-season Green Bay Packers football tickets, MN Wild Club Level tickets, NY Rangers tickets, mosaic handmade coffee table, Kansas City Royals baseball tickets, air fare and a registered Pointing Black Labrador puppy. Limited edition t-shirts will also be sold and Musketeers will be available for autographs.

"I am thrilled to announce the twelfth year for Face Off for Charity and our exciting move to the ice," stated Robert Sheehan, President and CEO, Boys and Girls Home and Family Services, Inc. "Because of the Musketeer's commitment to this successful event, more than \$280,000 has been raised over the years in support of children and families. This is just one of many Musketeer efforts that reflects the organization's generosity and commitment to the Siouxland community."

Reservations are required and can be made by calling the Sioux City Musketeers office at 252-2116.

Major sponsors for the event include: Sioux City Musketeers, Applebee's, KCAU-TV Channel 9, Coors Light, Absolute Screen Art, Pacific City Graphics, Wheelock and Bursick-General Dentistry, Wrenn's Plumbing, Y101.3 and 102.3 FM KQNU radio stations. Randy Stabe-Auctioneer.