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# NEWS RELEASE

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## **Palisades Federal Credit Union Brings “American Idol” style text voting to 5th Annual Rockland Ice Festival**

**Valley Cottage, NY** – February 3, 2011 – More than 25,000 festival-goers attended Rockland County’s fifth annual Knickerbocker Ice Festival held at Rockland Lake State Park over the weekend. The event which featured a two day ice sculpting competition also included fun filled family activities such as igloo building, a walking history tour, a kids ice park and live music. A first for the annual event, a voting system similar to those used on popular TV shows such as American Idol and Dancing with the Stars was debuted. This year attendees were able to text in their vote for their favorite ice sculpture in addition to voting using a traditional paper based ballot system used in previous years.

“We are truly grateful to the over 25,000 attendees, ice sculptors, volunteers and event sponsors whose combined efforts made our 2011 Knickerbocker Ice Festival a complete success,” stated Maria Rodd, Festival Coordinator. “We were delighted to debut our new text voting system and thank Palisades Federal Credit Union for introducing the new system to the event and congratulate Earl Covington, this year’s winner.” Palisades FCU provided the concept and generously donated the technology for this year’s event.

“We’re delighted to have had the opportunity to contribute to an event that brings to life the vibrant history, arts and culture of Rockland County,” said Mark Welshoff, President & CEO of Palisades Federal Credit Union. “We take our hats off to Maria Rodd and all of the volunteers for once again executing an amazing event.”

About Palisades Federal Credit Union

Headquartered in Pearl River, NY, Palisades Federal Credit Union ([www.palisadesfcu.org](http://www.palisadesfcu.org)), with more than \$150 Million in assets, is the largest Rockland County based Credit Union. The New York Credit Union operates 4 branches and provides full service banking products and

surcharge-free access to over 35,000 ATMs nationwide. Credit Union membership and Credit Union loans are open to anyone who lives, works, studies, or worships in Rockland County, NY.

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