



## Saint Paul Winter Carnival

Public Relations  
2019

Nemer Fieger has been the public relations partner for the Saint Paul Winter Carnival since 2008. “The Coolest Celebration on Earth™” provides the community with a 10-day festival where people of all ages can enjoy parades, ice carving competitions, snow sculptures, live music, and other fun family activities.

In 2018, we had the opportunity to put the extended 17-day festival and the 70-foot-high Ecolab Ice Palace on a national stage as the event coincided with Super Bowl LII, held in Minneapolis. Our professional and personalized media relations efforts persuaded reporters and cameras to come out to cover the frigid festivities, and our team coordinated media hits across the city for local, national and international media.

Coverage spanned around the world with notable outlets including: The Travel Channel, The Weather Channel, CBS News, The Los Angeles Times, ESPN Mexico, NHK Japanese Broadcast Network, 7Sports Germany, and many others.

**3,000**  
PUBLICITY HITS

**\$10 million**  
PUBLICITY VALUE

**4 billion**  
POTENTIAL IMPRESSIONS



St. Paul

### Winter Carnival drew more than 500K visitors

This year's ice palace was biggest draw to Rice Park

By Kathy Berdan  
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More than a half-million people visited Rice Park and the seven-story ice palace towering over festivities during the extended 13th St. Paul Winter Carnival, which wrapped up Sunday. “We’re very happy with how the 17 days went,” said Deb Schaber, president of the St. Paul Festival and Heritage Foundation, which sponsors the annual winter festival. The Winter Carnival expanded from its usual 11 days to 17 to coincide with Super Bowl LII in Minneapolis. “It was a beautiful masterpiece, and it brought world-

wide attention,” Schaber said of the carnival. Official attendance figures are still being tallied, she said. The ice palace, which cost \$800,000 and was paid for through private and corporate donations, will be dismantled this week. Schaber expected the work to be completed by Thursday or Friday, with a final inspection on Monday. The palace was a smaller version of the ice structure organizers first envisioned for the Winter Carnival. That plan had a price tag in the millions and was scrapped in October. Ice from the palace will be carted to a vacant lot to melt. It will not be allowed to melt into waterways or Twin Cities lakes — or anybody’s basement, Schaber said. The ice blocks came from Green Lake in west-central Minnesota and care will be taken so any organisms from that lake do not get into metro water. The ice palace was the big-



The ice palace in Rice Park glows red after the Vulcans overthrew King Boreas during the St. Paul Winter Carnival’s Vulcan Victory Torchlight Parade in downtown St. Paul on Saturday night. The palace will be dismantled this week, carnival organizers say.

Some new events from 2018 are likely to return, she said. The Ladies Day with bingo and vendors and the fancy hotfish contest will be back. Schaber said the hundreds of Winter Carnival volunteers make the festival what it is. “From ice bartenders, parade marshals, palace guards, to office help, they are the reason the coolest celebration on Earth is 132 years old,” she said. In her first year as president of the foundation, Schaber said she learned the event is like family, not just for those in the organization, “but for the whole city of St. Paul.” “I learned that quickly,” she said. Comments on this year’s Winter Carnival or suggestions for future years can be sent to [info@wintercarnival.com](mailto:info@wintercarnival.com).

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