



SKATE CITY CELEBRATES 60 YEARS OF SUMMER CARD SAVINGS

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COLORADO SPRINGS / DENVER, COLORADO

Skate City announces its new **SUMMER CARD PLUS**, continuing the long standing tradition of roller skating for the **low price of \$1**.

First introduced in 1967, the beloved Summer Card program - originally offering summer skating sessions for just \$1 - remains true to its roots today, reaching a 60 Year milestone of low priced family skating. Available **May 1**, the Skate City Summer Card Plus costs just \$5 and makes skating affordable with **\$1 sessions** during regular public skating times.

Since its launch, the Summer Card has become a staple of summer fun for generations. As Skate City celebrates the 60th anniversary of the Summer Card, the company is honoring its history while expanding the value for today's families. "For 60 years, Skate City has been committed to creating affordable, family-friendly fun," says Skate City owner Jeff Ingram. "The fact that you could skate for \$1 in 1967, and still can today, is something we're incredibly proud of, and shows our pledge to remain customer focused."

The card is good through **May 31, 2027**, making it one of the most affordable entertainment options for families, kids, and skating enthusiasts year-round. It's valid when school is out - all summer long - PLUS throughout the scholastic calendar year to include Fall, Winter, and Spring Breaks. Altogether, it delivers over \$1000 in total value.

Summer Card Plus is available at all Skate City locations. Valid skating sessions May 30 – August 16 include 2-hour sessions, with up to five sessions per day. To obtain your card, please visit your local Skate City or visit skatecitycolorado.com for more information.

Skate City operates 9 rinks across Colorado, Illinois, and Missouri, including the flagship Pepsi Roller Sports Arena in Colorado Springs, CO. Skate City's sports program offers youth and adult sport leagues for all levels of athletes in Speed Skating, Artistic Skating, Rink Hockey, and Inline Hockey.

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