



Press Release

Contact: Mayor's Office or Kalene Griffith FOR IMMEDIATE RELEASE
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Lawrence Plaza Grand Opening Saturday, November 20, 2010

Bentonville, AR - November 16, 2010...The Bentonville Winter Wonderland will have a new attraction for the 2010 holiday season that will be around for generations. The City of Bentonville and the Bentonville Convention and Visitors Bureau are excited to announce the Grand Opening of Ernest G. Lawrence Plaza at 12 pm on Saturday, Nov. 20, 2010.

Serving as a gateway to the new Crystal Bridges Museum of American Art, Lawrence Plaza is located at 215 NE A Street, just two blocks north of the Downtown Bentonville Square. This is a multi-use recreational facility unlike any other in Arkansas. During the cool weather season, the Rink at Lawrence Plaza will feature the only permanent outdoor ice skating rink in the state. In warm weather months, the facility converts to an interactive water feature where children can play to cool off.

The facility was named after Ernest G. Lawrence, the Mayor of Bentonville from 1970 to 1974. During Lawrence's tenure as Mayor, he had many achievements, including the decision to municipalize the City of Bentonville's water and electric departments. After he served as Mayor, Lawrence led the effort to acquire land that eventually became Dave Peel Park, just southeast of the downtown square. Lawrence was a founding board member of the Helen Walton Children's Enrichment Center and the Peel House Foundation. He also served on the Bentonville School Board and was a member of the Bentonville Rotary Club.

The cost to construct Lawrence Plaza was \$1,514,482. Bentonville Convention and Visitor's Bureau led the effort to construct the facility and contributed \$1,055,000 toward the project. The City of Bentonville's Parks and Recreation Bond paid the remaining costs.

The Rink at Lawrence Plaza will open after a short dedication ceremony at noon on Nov. 20, 2010. The facility is open seven (7) days per week through January 8, 2010, except holidays. Price of admission is \$5 per person for a 75 minute skate session. For hours of operations and session times, call 464-PARK(7275) or visit our website at: www.bentonvillear.com/parks_lawrence_plaza.html.

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