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"D'Arena rockt"

Public inauguration for PostFinance Arena

The PostFinance Arena is sporting a new look. After two years of reconstruction work, Berne's ice hockey stadium and the new training hall will today be officially inaugurated and symbolically handed over to the public for the day. Around 12,000 tickets have already been sold for the Gölä concert, and the PostFinance Arena will be full to the brim with over 17,000 fans turning up to see SC Berne kick off its 2009/10 season.

Head of PostFinance, Jürg Bucher, visited the PostFinance Arena last season and during the Ice Hockey World Championship, so he is already well acquainted with the venue. Today, however, is even more special: "I am delighted that the renovation work on the PostFinance Arena is finally complete and that the people of Berne can see the stunning results. Today is their day. We are handing over the stadium to them for the day as part of a symbolic gesture and have organized a huge party to celebrate".

Ritschi, Europe, Gölä and SCB

The varied programme organized for the PostFinance Arena inaugural party "D'Arena rockt" has something for everyone: young and old, local residents of Berne and guests from further afield, not to mention ice hockey supporters and music fans. In addition to guided tours through the stadium, a kids' fitness trail organized by the Cleven Becker Foundation, various activities on and around the ice, and numerous refreshment stands, the inaugural party will also play host to musicians from the worlds of rock and pop. Ritschi, Europe and Gölä will be revving up the crowds as they take to the stage outside of the PostFinance Arena. Within the stadium, the spotlights will be on SC Berne. A total of 17,131 fans have secured their places to witness the presentation of the team for the

new season and the match against Eisbären Berlin. The PostFinance Arena will be full to the brim for the SCB kick-off.

Inauguration day and the spirit of partnership

Today will go down in the history of Berne as the day the new ice hockey stadium was inaugurated. The PostFinance Arena is a success story with a provisional happy ending – "D'Arena rockt". Thanks to the help of sponsors, co-sponsors and partners, PostFinance has been able to organize this huge public party and make it affordable for the masses. Visitors only have to pay for the Gölä concert – all other concerts, including the SC Berne match against Eisbären Berlin, are free. This is our way of thanking the fans who had to make certain sacrifices during the reconstruction phase.

"PostFinance belongs to Berne"

PostFinance holds the naming rights to the PostFinance Arena until 2018. As such, it is increasing its recognizability as a financial institution and strengthening its commitment to Swiss ice hockey – a sport which it has been supporting as a strong partner for the past eight years. In acquiring the naming rights, PostFinance is also demonstrating its affiliation with ice hockey and the city of Berne. By 2013 it plans to have completed its new headquarters, creating some 1,200 new jobs in the process and establishing a yellow Swiss Post environment around the PostFinance Arena. Head of PostFinance Jürg Bucher sums up: "PostFinance belongs to Berne, Berne belongs to PostFinance. We are extremely proud that we can play a part in strengthening the city's position and allow it to develop further". Following a break of two years, the people of Berne will once again be able to skate outdoors at the PostFinance Arena this winter.

Information

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