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Select Artists Produces NHL Winter Classic

SCOTTSDALE, AZ – The NHL called on Select Artists Associates to produce the Winter Classic in Pittsburgh, PA on New Years Day.

The 2011 Winter Classic featured the rival Pittsburgh Penguins and Washington Capitals for a sold out game with 68,111 faithful hockey fans at Heinz Field (home of the Pittsburgh Steelers) that braved the unusual Pittsburgh weather that pushed the game start from 1pm to an 8pm Prime Time face-off.

Select Artists Associates produced all facets of the Winter Classic game entertainment experience for both the attending and television audiences, including Pre Game that featured a 2-song set by rock band Hinder, the Canadian National Anthem performed by Steven Page, and United States National Anthem performed by Pittsburgh's own Jackie Evancho, of America's Got Talent fame.

During the 1st Intermission between the 1st and 2nd Period's, The Clarks performed a 3-song set, and during the 2nd Intermission, legendary rock band STYX entertained Heinz Field.

The Prime Time face-off generated a 2.3 national rating and a 4 Share on NBC. The 4.5 million viewers makes the 2011 Winter Classic the most watched NHL regular season game in the history of the NHL... a 22% increase over last year's Classic at Fenway Park in Boston that featured the Bruins and Flyers.

SAA's patented field-friendly roll-on stages & audio systems, and experienced production teams have produced the on-field/ice concert entertainment for over 150 MLB, NFL, and NHL games/events over the past 10-years.

Select Artists Associates is a national sports & entertainment production company, headquartered in Scottsdale, AZ, with an East Coast office in Tampa, FL.

Photos attached:

1. Jackie Evancho sings the National Anthem
2. STYX rocks Heinz Field



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