



**GF Strategies and ShoWare Center  
debut Smartphone project promoting  
Pandora Unforgettable Moments of Love On Ice, January 26.**

*December 9, 2011* - ShoWare Center in Kent, Washington and GF Strategies will unveil a smartphone project tonight that will engage guests with smartphones to scan custom tags displayed throughout the facility during twelve upcoming events, ending January 21.

ShoWare Center serves as the home for the Seattle Thunderbirds of the Western Hockey League, as well as family shows, concerts, community gatherings, other sporting events and more. Guests visiting ShoWare Center for hockey games, local basketball tournaments, a Lingerie Football game and Disney's Phineas & Ferb The BEST Live Show Ever will have a chance to win tickets to Pandora Unforgettable Moments of Love on Ice featuring Kenny G, Gladys Knight and nine champion skaters performing to love-themed hits by scanning a tag with their smartphone.

ShoWare Center will be seeking to capture new names for their email database, and also encourage guests to share the contest through their social networks through Facebook, Twitter and email, increasing awareness of Pandora Unforgettable Moments of Love On Ice.

"We are pleased to be working with ShoWare Center to bring this technology to their venue" said company President Greg Flakus. "The ability to reach the customer with a device they always have with them and while they are at the event is a new way to engage with guests and connect with their networks." ShoWare Center's Director of Marketing, Beth Sylves added "As smartphone tag readers become more used by our guests, we hope to offer our clients innovative ways to reach their potential customers."

**About GF Strategies**

Founded in 1993, will be entering its 20<sup>th</sup> year of providing food and beverage and revenue enhancement consulting to stadiums, arenas, convention centers, and fair and expo centers. Customers span North America from the Champlain Valley Expo in Vermont to the San Diego County Fair in Del Mar California. For more information on this project or others that GF Strategies is bringing to venues contact us at 360-573-7027 or at [greg@gfstrategies.com](mailto:greg@gfstrategies.com)

**About ShoWare Center**

North America's first LEED® GOLD sports & entertainment arena, ShoWare Center in Kent, WA is home to the NHL's Seattle Thunderbirds Hockey Club and Lingerie Football's Seattle Mist as well as concerts, family shows, corporate events, tradeshow and other sporting events. Located just 17 miles from Seattle, Bellevue and Tacoma, ShoWare Center offers guests complimentary parking and is the crown jewel in a well-designed gathering place for the residents of the Puget Sound region. ShoWare Center is an SMG-managed facility.