

FOR IMMEDIATE RELEASE

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## **CELEBRATE START OF COYOTES SEASON WITH WHITEOUT WEEK IN GLENDALE**

**GLENDALE, Ariz.** – The Coyotes will hold their home opener at Jobing.com Arena in Glendale on Saturday, Oct. 10, and the city of Glendale will be ‘white-washed’ with support for the hometown team the week leading up to the game.

The city of Glendale is engaging residents, businesses and schools to create a flurry of excitement for the start of the Coyotes season. Several activities are being planned this week, including:

### **Wednesday, Oct. 7 and Thursday, Oct. 8:**

- Fans showing their support by wearing Coyotes apparel will receive special shopping discounts at select shops in downtown Glendale. Shoppers can stop by the Glendale Visitor Center to pick up a map and list of participating merchants.
- In addition, Arrowhead Towne Center have staff circulating the mall to spot fans wearing Coyotes gear, and will hand out Westcor gift certificates and free Coyotes merchandise as part of the “Random Acts of Kindness” promotion. This will take place all day Wednesday, from 10 a.m. to 9 p.m.

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**NEWS**  
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**WhiteOut Week**  
**Add 1.1.1**

**Thursday, Oct. 8:**

- Howler will make a special appearance at the Glendale Main Library, 5959 W. Brown St., to read with kids during story time at 10:30 a.m.

**Friday, Oct. 9:**

- On Friday, Coyotes fever really ramps up with WhiteOut Day throughout the city. City staff will be wearing white or Coyotes gear to show support for the Coyotes, and schools and businesses are encouraged to do so, as well. (Anyone interested in organizing a WhiteOut at your workplace is encouraged to call Kim Larson at 602-689-3827 for possible media opportunities.)
- In addition, Landmark Middle School will hold a Coyotes pep rally on Friday at 11 a.m. which will include a visit from Howler, Coyotes Pack dancers, and giveaways for students.
- Finally, beginning Friday fans are encouraged to stop by the Glendale Visitor Center to pick up a free special commemorative Coyotes poster and enter a drawing to win four Coyotes tickets. Posters will be available while supplies last.

For more information on festivities going on in Glendale for Coyotes WhiteOut Week, visit

[www.glendalesgotgame.com](http://www.glendalesgotgame.com) or call 623-930-3077.

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