

## **Big Woody's is the new Official Tailgate and Post Game Party Zone of the 'Hawks**

**Allentown, PA:** The Lehigh Valley Steelhawks are happy to announce that Big Woody's Sports Bar & Restaurant will be the team's new family friendly Official Tailgate and Post Game Party Zone for the 2017 season. Players, families, fans, and staff will go to the soon to be open, Hamilton Street location (1928 W. Hamilton St.) following every home game during the 2017 season.

Big Woody's is also the official sponsor of every Steelhawks win. After every Steelhawks win, fans will be able to take their ticket stub to any Big Woody's location and get a free slice of pizza, or use the coupon in the Steelhawks pocket schedules.

With six locations located throughout the Valley – Hamilton Street, Hanover Avenue, South 4<sup>th</sup> Street, Bethlehem, Emmaus, and Forks Township; Big Woody's is accessible to fans from everywhere in the Valley.

Head Coach/Assistant General Manager Chris Thompson is excited to have this new partnership with a business located close to the PPL Center. "This is another exciting partnership that we are thrilled to have going on for this upcoming 2017 season. Having their new location opening up before the start of our season and so close to our home at the PPL Center, will allow our great 9<sup>th</sup> man fans, families, players, and staff to come and get a great bite to eat and socialize with everyone immediately following all Steelhawks home games. This new location is going to be awesome, with plenty of parking and more than 300 seats and 75 flat screen TV's. We look forward to seeing everyone at Big Woody's this year after our games."

Big Woody's Director of Marketing Matthew Marcks is equally excited, "We are proud to be an official partner of the Lehigh Valley Steelhawks. As the biggest sports bar chain in the Lehigh Valley we could not resist the opportunity to be a partner of a local sports team that brings thousands of fans out to watch them play every home game."

The Hamilton Street location will also host the Steelhawks' Annual Season Ticket Holder Pickup Party on Tuesday, March 7<sup>th</sup> from 6:00-8:00pm. This will be the first opportunity for fans to meet

the new 2017 Steelhawks players and staff and grab their 2017 printed season tickets.

Individual Steelhawks game tickets will go on sale January 23<sup>rd</sup>. Steelhawks' 2017 season tickets are on sale now with packages starting as low as \$48! All Steelhawks' games are played on Embassy Bank Field inside the PPL Center in Allentown.

Stay up to date with the Steelhawks by visiting the team website at [www.LVSteelhawks.com](http://www.LVSteelhawks.com).