

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Idaho Central Arena: New Name, New Updates Coming to Downtown Boise**

**BOISE, Idaho** – Block 22 Management Group and Idaho Central Credit Union (ICCU), announced that the CenturyLink Arena, home of the Idaho Steelheads, will now be named “Idaho Central Arena” and will include some exciting new updates.

With a maximum seating capacity of 6,800 and 22,247 square feet of usable arena floor space, this versatile arena welcomes visitors from around the globe every year. This partnership will bring several new physical upgrades to the facility in a phased approach.

The first, most noticeable upgrade will be the branding of the arena. The new logo will be updated to represent Idaho Central Arena to every patron, visitor, and passerby. The exterior of the building will also be painted to give the arena a new, fresh appearance.

Eric Trapp, President and General Manager of Idaho Central Arena states, “We have many exciting improvements to Idaho Central Arena to come and look forward to sharing more about those in the coming months.”

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### **About Block 22 Management Group**

Block 22, LLC. was formed in Boise, Idaho in 1997. Originally comprised of CenturyLink Arena (now Idaho Central Arena) and the Grove Hotel, Block 22 expanded to include Hotel 43 in Boise, as well as Courtyard by Marriott Boise Downtown in late December 2016.

Today, Block 22 manages the 5,000 seat Idaho Central Arena (home of the Idaho Steelheads) as well as 525 hotel guest rooms at three hotels, and is among the top entertainment and hospitality lodging organizations in the city.

### **About Idaho Central Credit Union**

Idaho Central was organized as a state-chartered credit union in 1940. The credit union’s administrative office is located in Chubbuck, Idaho. Idaho Central has over 1,375 employees serving over 415,000 members with 39 locations throughout the state and \$6.4 billion in assets. Idaho Central is a full-service, federally-insured financial institution and is ranked as a top credit union in the nation in returning value to its members. For an Idaho Central location near you, please visit [ICCU.com](http://ICCU.com).

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