



NEW YORK STATE SENATOR

Joseph E. Robach

Sahlen's Acquire Naming Rights to Downtown Rochester Stadium

JOSEPH E. ROBACH February 10, 2011

| ISSUE: **RECREATION AND TOURISM**



On Thursday, February 10, Adirondack Sports Club Chairman Robert Clark announced at a press conference that the organization has secured a new naming rights sponsor for the multi-use stadium. Senator Robach attended, and provided remarks, at the press conference where the new name of the downtown stadium was announced. The home of the Rochester Rhinos, Western New York Flash, and Rochester Rattlers will be called Sahlen's Stadium. Pictured with Senator Robach are Joe Sahlen, President of Sahlen's Packing Company, Robert Clark, Darryl Porter, Assistant to the Mayor of the City of Rochester, and Pat Ercoli, President and COO of the Rochester Rhinos.