

## RBA leads campaign for Amerks sellout

By [THOMAS ADAMS](#) - 3/17/2011 2:55:00 PM

The Rochester Business Alliance Inc. is leading a campaign to sell out Blue Cross Arena at the War Memorial on April 8 when the Rochester Americans play Binghamton. RBA is arranging for prizes, including a weekend trip.

The trip could be an excursion for four to see a National Hockey League game, or to New York City or Las Vegas, RBA officials said. The prize includes airfare and hotel. Additional getaways could be added as more tickets to the game are sold, officials said.

For every two tickets purchased, at a total cost of \$20, one entry will be submitted for the prize drawing, officials said. The purchase of 50 tickets for \$500 results in 30 entries.

Businesses buying blocks of tickets will be recognized at the game.

Participants must be at the game when the entry is drawn to be eligible to win. The offer does not apply to tickets already purchased.

The business organization is sponsoring RBA Sell Out Night at the Amerks as part of its role as the regional chamber of commerce in support of local businesses and institutions, it said.

The game is the second-to-last of the home season for the Amerks, who play at Toronto on April 9 and conclude their regular season April 10 at home against Lake Erie.