



# NEWS RELEASE

York County Public Affairs  
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## Yorktown Takes the Ice: Norfolk Admirals to Rebrand for City Series Event on February 22, 2025

*Experience County Entertainment, Limited-Edition Merchandise, and Yorktown Pride at Scope Arena*

December 3, 2024

Get ready to cheer, Yorktown! The Norfolk Admirals are bringing a piece of the historic town to the ice rink for an unforgettable night of community pride and engagement. On Saturday, February 22, 2025, the Norfolk Admirals team will transform into the Yorktown Admirals at Scope Arena in Norfolk, with a full rebrand featuring in-arena assets and uniforms that reflect Yorktown pride. The event is part of the Norfolk Admirals' 2024-2025 City Series Initiative.



Don't miss out on this once-in-a-lifetime opportunity to cheer on the team while embracing the spirit of Yorktown. [Secure your tickets today](#) and join the Yorktown Admirals for an evening of thrilling hockey and hometown camaraderie.

“The collaboration between York County and the Norfolk Admirals is a celebration of our shared community spirit and history,” declared Kristi Olsen-Hayes, Director of York County Economic & Tourism Development. “We are thrilled to form this unique partnership that not only reflects Yorktown’s rich legacy, but also showcases the vibrant

community pride that continues to bring residents and visitors together for unforgettable experiences and memories.”

During the game, guests will enjoy performances by the York County Department of Fire and Life Safety Honor Guard, the York Poquoson Sheriff’s Office Honor Guard, the Fifes & Drums of York Town, and choral students from the York County School Division.

The first-ever Yorktown Admirals jersey design was revealed in early November during a ribbon cutting for Chilled Ponds Yorktown. A limited number of custom Yorktown Admirals merchandise will be available for purchase at the game. Autographed players’ jerseys will be sold at auction prior to and after the game.

Attendees are invited to hit the ice and skate around the rink after the game. Registration details will be announced soon. This free activity includes complimentary skate rentals, or guests may bring their own.

The game begins at 7:05 p.m. EST at the Norfolk Scope, located at 201 E. Brambleton Ave. in Norfolk. Several [parking options are available](#) in and around the stadium, with fees ranging from \$2 to \$10.



**Additional photos are available at <https://bit.ly/3AS87tX>**

#### **Additional Event Info:**

- [www.visitYorktown.org/YorktownAdmirals](http://www.visitYorktown.org/YorktownAdmirals)
- Purchase Game Tickets: <https://bit.ly/YorktownAdmirals>
- Email: [tourism@yorkcounty.gov](mailto:tourism@yorkcounty.gov)
- Facebook, Instagram & TikTok: Visit Yorktown
- **#visityorktown #yorktownadmirals #york757**

#### **About Norfolk Admirals Professional Hockey**

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Norfolk Admirals Professional Hockey is a member of the ECHL, the premier Double-A hockey league, and brings affordable, family entertainment to Hampton Roads and play its home games at Scope Arena in Norfolk, striving to contribute to Norfolk’s rich regional impact of entertainment, culture, and the arts. The Admirals are affiliated with the National Hockey League’s (NHL) Winnipeg Jets and the American Hockey League’s (AHL) Manitoba Moose. The Admirals have won three Kelly Cups (1991, 1992, 1998). The club transitioned to the AHL in 2000 and won the Calder Cup in 2012 while capturing 28 consecutive wins—still the record for the longest active streak in AHL history. The team rejoined the ECHL in 2015. Blake Cullen founded the Hampton Roads Admirals in 1989. Visit [www.norfolkadmirals.com](http://www.norfolkadmirals.com) for more information.