

TARGET FIELD®

Major Non-Twins Events, Continued...

“The Winter Classic couldn’t look better at Target Field. What an awesome moment for the State of Hockey.”

That sentiment, posted on social media by *St. Paul Pioneer Press* reporter Dane Mizutani and subsequently shared internationally by thousands, gave words to the emotions that nearly 40,000 people at Target Field — and another 1.4 million watching on television — felt before, during and after the 2022 Discover NHL Winter Classic® on New Year’s Day.

Thanks to the drive of Minnesota Wild Owner & Governor Craig Leopold and President & Alternate Governor Matt Majka; the shared passion of Minnesota Twins Executive Chair Jim Pohlad and President & CEO Dave St. Peter; the vision of NHL executives; and the commitment and hard work of hundreds of people, Target Field was transformed into a hockey winter wonderland. The resulting New Year’s Day setting was truly spectacular, shining a deserved spotlight on the Twin Cities and Minnesota.

Jamie Hersch, a Minnesota-born analyst for both the NHL and MLB Network (and a former Bally Sports North personality), shared with her viewers that “I always tell people that the Land of 10,000 Lakes also means the Land of 10,000 Frozen Pond Hockey Rinks.” It was thus only fitting that the Winter Classic showcased Minnesota’s love affair with hockey in its purest form, regardless of (or perhaps because of!) the elements.

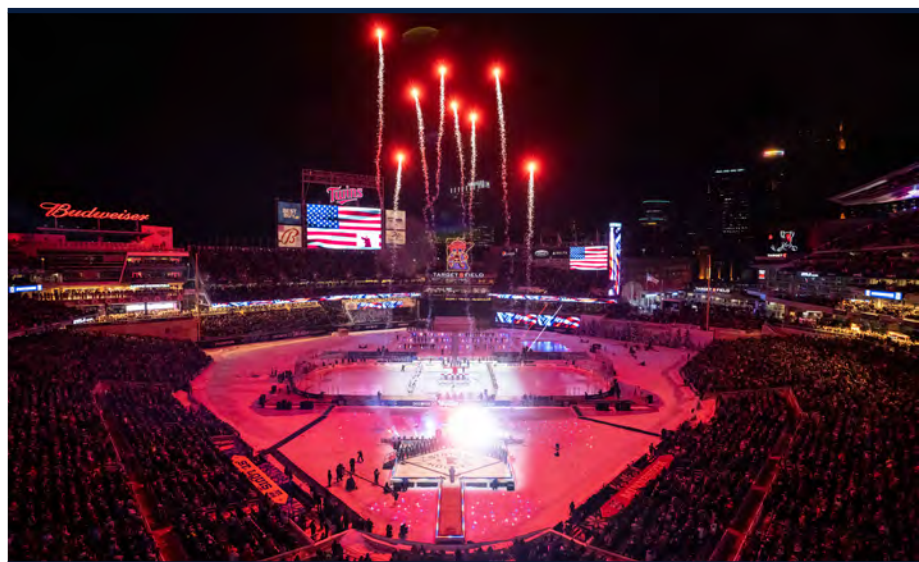
The first-ever Winter Classic played at night also became the coldest outdoor game in NHL history, with a temperature of -8 degrees Fahrenheit at puck drop that made this Wild-St. Louis Blues contest the third-chilliest event in North American pro sports history (behind only a pair of infamous NFL games: the 1967 “Ice Bowl” in Green Bay that was -13 at kickoff, and the 1982 “Freezer Bowl” in Cincinnati that began with a -9 reading). Despite the cold and the hometown Wild’s 6-4 loss, the sellout crowd of 38,619 stayed energetic throughout, enthralled by the spectacle of “Lake Winter Classic” at Target Field.

As Mizutani opined in the *Pioneer Press*, “With nearly 40,000 fans packed into the stands, the Minneapolis skyline twinkling in the background, and the temperature hovering around minus-10 degrees all night long, the Winter Classic was always going to be something for Minnesotans to remember.” And it certainly was. From kids joining Minnesota luminaries to skate on the outfield “ponds” to a ceremonial puck drop featuring Twins legends Justin Morneau, Kent Hrbek, Joe Mauer and new Hall of Fame electee Tony Oliva; from Vocal Essence’s powerful delivery of the national anthem to country music superstar Thomas Rhett’s scintillating first intermission concert; from 7-year-old Adam Christopher Scott’s stirring rendition of Herb Brooks’ legendary “Miracle” speech during the second period to a near-stunning third-period rally by the Wild, the Winter Classic at Target Field was electric from start to finish.



At the end of this awe-inspiring night in the State of Hockey, the 2022 Discover NHL Winter Classic® had created memories to last a lifetime. Or, as *Star Tribune* reporter Sarah McLellan so aptly summarized:

“The Winter Classic became a postcard for Minnesota.”



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