

'Oh Baby' promotion makes Oklahoma rink operators cry with delight

By Suzy Weinland

Working together as a family and offering fun-filled, family promotions is all in a day's work for Harry, Veronica and Amber Hunt of Skatetown in Enid, Okla.

The Hunts have owned and operated Skatetown for 7 1/2 years, and have over 27 years experience managing rinks around the country. The spacious, 28,000 square foot facility boasts a 14,400 sq. ft. skating floor

that caters to a mostly Caucasian demographic in a city of about 45,000 people.

One of their most popular off-floor promotions is "Oh Baby" Night.

"We have been doing this promotion about six years and it is very popular with the kids," said Veronica Hunt. "They are always asking when we will do another one." The baby-themed night includes a Feed the Baby contest, with blindfolded "moms" feeding babies, a Baby Bottle Chug and a Dirty Diaper Eating Contest.



The baby bottle chug is a favorite contest during Oh Baby Night. Unused bottles get a second chance at the snack bar.

(I double-dog dare you to do that one!) One on-floor competition has kids put on Depends over their clothes and don a baby bonnet for a relay race.

There is a charge for the contests that involve food or drink – usually 50 cents to \$2 per entry, depending on the contest. Hunt explained, "If we did not charge for the food contests, everyone would do them and we could not control the numbers, but by charging and doing a first come, first serve on tickets to enter the contests, it makes the contest a little more control-

lable." The entry fees are recouped with cash prizes and novelty prizes, such as light-up binkies.

According to Hunt, any unused baby bottles left after the Chug contest are sold at the snack bar for \$2.50 each. The customer can then refill the bottle all night for 75 cents per refill.

Hunt's only request: "I just wish I could find a place to buy bulk baby bottles that are cute!" Any suggestions? Contact Veronica Hunt at hecallsmefriend@yahoo.com.



During Oh Baby Night at Skatetown in Enid, Okla., contestants have to "feed the baby" while blindfolded!

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