



**FOR IMMEDIATE RELEASE**

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**EMPOWERPLAY™ ANNOUNCES DEK HOCKEY FACILITY IN PARTNERSHIP WITH NASSAU COUNTY POLICE  
ACTIVITY LEAGUE AND THE EMPOWERPLAY PARTNERS PRIVATE EQUITY FUND**

**Massapequa, NY** – EMPowerplay, the National Youth Sports Initiative officially announced the start of construction of a new outdoor DEK Hockey rink in partnership with the Nassau County Police Activity League, Massapequa community local private partners as well as The EMPowerplay Private Equity Fund.

The project, DEK Superstars, which was approved by the NCPAL Executive Board in June 2018, will be used by the entire community of Massapequa and managed and operated by DEK Superstars. DEK Superstars and EMPowerplay will be funding the building of the facility, which will be strategically located at 510 Parkside Blvd, Massapequa N.Y., which also houses the Massapequa Unit of the NCPAL. The total cost of the facility and donation is in excess of \$600,000 dollars.

“The EMPowerplay Partners and DEK Superstars are very excited to be able to give a facility such as this back to the Massapequa community,” said Sebastian Giarratano, DEK Superstars Managing Partner. “We are honored to be able to give kids from all around the greater Massapequa and Town of Oyster Bay area, the chance to learn the great game of hockey at its rudimentary level and have access to a multi-purpose facility such as this.”

“This is the first of what we hope are many EMPowerplay state-of-the-art multi-purpose DEK rinks scattered across the Long Island, the Tri-State area as well as New England,” said Kelly K, Founder and CEO of EMPowerplay and President/CEO of KKZ/CB<sup>2</sup>O. “NCPAL, with its rich history of community outreach and youth sports development is exactly the kind of entity we look to grow this initiative with.”

The rink is scheduled to be open in October. DEK Hockey, which does not require skates, levels the cost prohibitive barrier normally associated with learning the game of hockey. DEK enables the introduction of the sport to millions of kids who may not have had the opportunity to learn the sport before.

“EMPowerplay rinks throughout the country have made a positive impact to the communities they’re part of,” stated Frank DiVittorio, NCPAL Executive Board President. “We expect the new rink to be very popular and are excited about this opportunity to enhance the quality of life for our community residents. We’re deeply grateful to DEK Superstars and EMPowerplay for their thoughtful generosity and support for our Nassau County kids.”

For more information on the project, contact EMPowerplay at 310-394-1927 or 310-990-3456

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