



111 Empire Drive  
St. Paul, MN 55103  
651.291.1515 | 800.899.5626  
[hiway.org](http://hiway.org)

**Contact:**  
Deb Cariveau-Rogers  
Marketing Manager  
Hiway Federal Credit Union  
651.291.1515 ext. 8294

**FOR IMMEDIATE RELEASE:**

**HIWAY FEDERAL CREDIT UNION BRINGS VIRTUAL REALITY TO MINNESOTA WILD GAMES**  
**New VR interactive gives fans the chance to “get between the pipes”**  
**Debut is Tuesday, October 18**

SAINT PAUL, MN—October 18, 2016 — Hiway Federal Credit Union® (Hiway) is introducing a new interactive experience that will provide Minnesota Wild fans the opportunity to play goalie through the magic of virtual reality. The interactive, developed by Minneapolis-based Visual in collaboration with The Brand Enhancement Group, will be located in the concourse during 10 Minnesota Wild games during the 2016-2017 season.

“This new game will make attending a Minnesota Wild game at Xcel Energy Center even more exciting for fans,” said Dave Boden, President/CEO of Hiway. “It’s the next best thing to putting on the pads and getting between the pipes. Now everyone can feel what it’s like to be Devan Dubnyk.”

“Hiway is a tremendous Minnesota Wild teammate. Like the Minnesota Wild, Hiway is a customer-centric organization committed to providing great experiences,” said Minnesota Wild COO Matt Majka.

The interactive experience uses the latest virtual reality technology to put participants on the ice at the Xcel Energy Center where they attempt to stop shots with a specially-rigged hockey stick. It will debut on Tuesday, October 18 when the Minnesota Wild hosts the Los Angeles Kings at 7 pm. Located in the main concourse at Section 121, the interactive will be available to fans before and during the game. There is no cost to participate.

Other games where the interactive experience is scheduled to be available for fans are November 1, November 17, December 12, December 20, January 17, February 8, March 7, March 18 and April 4.

Hiway, official credit union of the Minnesota Wild, also offers Wild fans the opportunity to show their team pride with their *Minnesota Wild PowerPack*, which includes a customized debit card, credit card and checks. Cardholders enjoy a 15% discount at all Hockey Lodge locations and have a chance to win Wild prizes with monthly drawings. More information is available at [www.hiway.org/mnwild](http://www.hiway.org/mnwild).

---

#### ABOUT HIWAY FEDERAL CREDIT UNION

Hiway Federal Credit Union was founded in 1931 to serve the employees of the Minnesota Highway Department. Today, Hiway serves over 65,000 members in Minnesota and around the country, registers \$1 billion in assets and welcomes new membership from individuals and small businesses. Hiway offers its members unparalleled member service and a lifetime of savings through lower loan rates, higher savings rates and fewer and lower fees.