



For Immediate Release

March 5, 2019

“SHOW HOMETOWN SPIRIT!”

- Seven Lethbridge Organizations Partner to Support the U National Hockey Championship at the ENMAX Centre -

Lethbridge, Alberta – A “Show Hometown Spirit” initiative was announced today by seven local organizations, who have partnered to challenge Lethbridge to support the **U SPORTS Cavendish Farms University Cup Men’s Hockey National Championship**. The Championships are March 14 to 17 at the ENMAX Centre.

“On behalf of the partners in this initiative, I am pleased to announce that four initiatives have been planned, allowing residents of Lethbridge and southern Alberta to Show their HomeTown Spirit, said Shilpa Stocker, Project Manager for Lethbridge Lodging Association (VisitLethbridge.com). “This is a fantastic opportunity for Lethbridge to show Canada our spirit and to be showcased as the community that celebrates our Community and celebrates our game. Lethbridge has a rich history in hosting national events, including the U SPORTS Men’s Hockey National Championship. We will continue to show Canada our team spirit as we are included in The Rogers Hometown Hockey Tour, the ultimate hockey fan experience!”

The four initiatives are:

- 1. VisitLethbridge.com** is spearheading the “What Hockey Means To You” Social Media contest encouraging people to submit their picture, video or story describing what hockey means to them, with three winners receiving prize packages worth over \$725 each.
- 2. Downtown Lethbridge BRZ and Heart of the City** is encouraging businesses located in the Downtown core to decorate window fronts, reception desk, interior space ... and to encourage employees to dress in their favourite hockey jerseys from March 6-14 in order to ‘Show Your Hockey Spirit’. Downtown BRZ will be awarding top prizes worth up to \$1,500 on March 13 and letting Rogers Hometown Hockey know so they can include winners in some of their broadcast.
- 3. Lethbridge Sport Council and Tourism Lethbridge** are encouraging people to join in on the fun at Rogers Hometown Hockey festival at the ENMAX Centre for a Hometown Hockey Shootout on Friday, March 15 from 5:00 pm to 6:30 pm. Hockey fans are encouraged to try their best slapshot against local celebrity goalies such as Councilor Blaine Hyggen and Pronghorns’ Women’s Hockey Goalie Alicia Anderson. Prizes will be awarded throughout the ball hockey shootout with a grand prize being announced at the Men’s Hockey National Championship Game on Friday night.
- 4. Lethbridge Chamber of Commerce** is asking all businesses to Celebrate Our Community and Celebrate Our Game by displaying signage to “Welcome Rogers Hometown Hockey” and “Welcome Men’s National Hockey Championship” from March 14 to 17.



Additionally, City Hall colors will be Blue and Gold to cheer on our U of L Pronghorns Men's Hockey Team leading up to the U SPORTS Men's Hockey National Championship.

Ted Stilson, Executive Director of Downtown Lethbridge BRZ commented "we are proud to be part of the events and festivities taking place at the ENMAX Centre for U SPORTS and Rogers Hometown Hockey. Downtown businesses are excited about welcoming players, fans and visitors to our community. We will be encouraging our businesses to get into the hockey spirit and decorate their stores and offices for the week leading up to the event. It should be a fun week!"

Partners in the "SHOW HOMETOWN SPIRIT" are:

Lethbridge Lodging Association (VisitLethbridge.com), Downtown Lethbridge BRZ, Heart of Our City, Tourism Lethbridge, Lethbridge Sport Council, Lethbridge Chamber of Commerce and the Lethbridge Herald.

BACKGROUNDER:

The 2019 U SPORTS Cavendish Farms University Cup is coming to Pronghorn Country! Following two seasons at the University of New Brunswick, the 2019 University Cup returns to Western Canada for the first time since 2014, when the Lethbridge Pronghorns play host at the ENMAX Centre.

Eight-game championship passes on sale now via the ENMAX Centre. Adult: \$160 (plus fees); Senior: \$136 (plus fees); Youth/Student: \$100 (plus fees). Single tickets also available. Tickets can be purchased at ENMAXCENTRE.CA

For further comment:

Shilpa Stocker
Project Manager
VisitLethbridge.com
Lethbridge Lodging Association
403-330-7869

Ted Stilson
Executive Director
Downtown Lethbridge BRZ
Lethbridge Main Street Project
403-327-9002

