

Brant County Crushers Join Hockey Night in Brantford

For immediate release

Brantford, Ontario, July 19, 2013 – With game-day now fast approaching, Phil McColeman, Member of Parliament for Brant, along with the planning committee for Hockey Night in Brantford 2013, is pleased to announce new community partners and Hockey Night in Brantford participants, the Brant County Crushers.

McColeman made the announcement this morning at the Wayne Gretzky Sports Centre where the Crushers, of the Brant and District Sledge Hockey Association, will play in a pre-game demo on August 14th in front of local fans to showcase another exciting and unique side of the game of hockey with a strong local connection.

“Last year we didn’t just put on a hockey game, we put on a full-blown celebration of hockey in a way that has never been done before in this community,” said Brant MP Phil McColeman. “There was something to offer to the whole spectrum of local fans both young and old.”

“Now, with a new and exciting community partnership with the Brant County Crushers, we’ve added a whole new dimension for ticket holders to come and experience.”

The Brant and District Sledge Hockey Association is a not for profit Paralympic sports association, dedicated to the promotion of sledge hockey as a unique and challenging sport for physically disabled persons who are looking for a greater physical fitness enjoyment. Sledge Hockey is a unique sport which totally integrates players both male and female who live with physical challenges and would be unable to participate in ‘stand up’ hockey.

The Crushers are entering their fourth season within the Ontario Sledge Hockey Association (OSHA), competing in league, playoff and tournament play. The team delivered a dominating 7-1 victory over the Northumberland Predators to capture the Ontario Intermediate “C” championship at the 2012 OSHA Championships last year, hosted at the new Brant Sports Complex. This season, the Crushers were moved up to the intermediate “B” level

The team continues to grow and improve and with stars like goaltender Jessie Gregory, whose play earned her a spot with the Canadian National Women’s Sledge Hockey Team and Sledge Team Ontario.

“The Brant County Crushers Sledge Hockey Team is very excited to be part of Hockey Night in Brantford 2013,” said team president/coach Doug Robb. “It allows our Paralympic athletes to display their

hockey talents and provide the community awareness of the wonderful and exciting Paralympic sport of sledge hockey.” As an added bonus for ticket purchasers, McColeman announced that every fan in attendance will receive a commemorative Hockey Night in Brantford 2013 puck, courtesy of new Official Puck Sponsor Lafarge Canada Inc. Thanks to Lafarge’s generous contribution, fans will have a great piece of local hockey memorabilia that is sure to be popular with those that stick around for post-game autograph sessions with their favourite pro hockey stars.

"Lafarge is committed to building better cities and communities, and we have a proud local history in Brantford. We're thrilled to be the official puck sponsor of Hockey Night in Brantford, and look forward to participating in this outstanding local event," said Don Wright, Brantford Plant Manager for Lafarge Canada Inc. McColeman also confirmed that the Zamboni Company, the Hockey Hall of Fame, and the Royal Bank of Canada (RBC) will once again contribute to exciting game day displays and interactive activities for fans.

The full Hockey Night in Brantford 2013 line-up will be rolled out prior to game-day and is expected to include some exciting new pro-hockey ambassadors, in addition to local fan favourites Adam Henrique of the New Jersey Devils and Zac Dalpe of the Carolina Hurricanes.

Last year’s charity game raised \$70,000 dollars for the Brant United Way and its Member Agencies. With new partners continuing to come on board, and thanks to a generous \$25,000 donation from community builders the Walton International Group Inc., this year’s game is expected surpass that total.

Game-day tickets are available at www.ticketscene.ca. Raffle tickets also continue to be on sale at various Brantford/Brant locations, offering lucky fans a chance to win: - Two tickets to anywhere Air Canada flies - Two tickets to anywhere Westjet flies - A Trip for 2 from VIA Rail Canada For more information, visit www.hockeynightinbrantford.ca.

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