



## *Media Release*

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**For immediate release**

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### **Plans for 2012 SaskEnergy Hockey Day in Saskatchewan and Western Hockey League Youth Experience Contest is announced.**

**Melville, SK ---** Today SaskEnergy announced it will renew its commitment as title sponsor of the annual SaskEnergy Hockey Day in Saskatchewan this coming January.

The official date set for the 5<sup>th</sup> annual province-wide event is January 21, 2012, where the City of Melville will be the host community.

SaskEnergy Hockey Day in Saskatchewan is dedicated to celebrating and promoting the game of hockey throughout the Province while also serving to strengthen community rink spirit. The Saskatchewan Hockey Association (SHA) and SaskEnergy encourage all minor hockey associations to organize an event in their own community the weekend of January 20<sup>th</sup> – 22<sup>nd</sup>, for children and adults of all ages who share a passion for the game.

SaskEnergy Hockey Day in Saskatchewan provides associations a platform to fundraise and keep rinks thriving in Saskatchewan communities by making the local arena the main hub of activity for the weekend and generating local support. In the first four years of the event, host communities have raised a total of \$250,000 to direct toward local rink improvement projects.

“The focus of SaskEnergy Hockey Day in Saskatchewan is simple — have fun, enjoy a great hockey game, and support your local arena,” said Cindy Fenske, SaskEnergy Business Manager. “Saskatchewan has a history of being ‘hockey crazy’ and at SaskEnergy, we hope to continue that tradition through the annual success of this event. SaskEnergy is proud to continue their partnership with the SHA.”

For more details on how to organize an event in your community, go to: [www.hockeydayinsask.ca](http://www.hockeydayinsask.ca).

### **WHL Youth Experience Contest**

SaskEnergy also announced the Western Hockey League (WHL) Youth Experience Contest is now open to receive applications. As part of the 2012 Hockey Day celebrations, SaskEnergy will send selected minor hockey teams to a WHL game in each of Saskatchewan’s WHL cities during the weekend activities.

“The WHL Youth Experience Contest has allowed more than 200 minor hockey players and coaches to attend live WHL action. This contest provides a team-building experience and a chance for young teams to realize the positive outcomes hockey can bring through hard work and dedication,” said Kelly McClintock, General Manager of the Saskatchewan Hockey Association.

Minor hockey teams from all over Saskatchewan are encouraged to fill out an application form with a brief description of their team and why they want to catch some WHL action at [www.saskenergy.com](http://www.saskenergy.com). Ten minor hockey teams will be selected and each will receive tickets to a WHL game in the city nearest their community.

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