



# Hockey Canada Century Tour

## Hello community leader and hockey enthusiast!

Hockey Canada turned 100 on Dec. 4, 2014, but the organization plans to spend the whole 2014-15 season celebrating.

It has partnered with the Devins Network to reach out and connect with you and to celebrate 100 years of hockey in communities large and small across the country with the #CenturyTour caravan.

The caravan will be coming to SARNIA January 20 and 21 and will be located at the CANADIAN TIRE PARKING LOT at Lambton Mall 1380 London Road. The #CenturyTour Caravan will operate from 1pm to 7pm daily. We wanted to make you aware and invite you and your family and friends to join us in celebrating 100 years of Hockey Canada.

Hockey Canada #CenturyTour experiences include a look back at the teams, the jerseys, trophies and milestones that have shaped Canadian hockey. There will also be an opportunity to tell your "hockey story" through numerous interactive elements. There will be lots of fun for the hockey enthusiast and those newcomers yet to discover the game.



Special thanks go to Canadian Heritage for its generous support of the project and national tour.

National partners will be presenting a number of interactive experiences, including; a chance for first-time players to try on equipment and skate on a synthetic ice surface as part of Canadian Tire Fit to Play and Future Playmakers programs. In addition, be sure to visit the TELUS Family Fan Zone, where kids can truly experience the game, and you might also like to create your own jersey on a Samsung tablet. We are also delighted to have the Respect Group supporting our year of celebration.

[The #CenturyTour caravan runs from July 1, 2014 to May 2015.](#) It is an all-ages experience, and Hockey Canada's goal is to celebrate the game not only with those who are already fans, but also to demonstrate to those who are not yet involved in hockey how they can engage in the greatest of Canadian pastimes – #CanadasGame.

**If you have any further questions about the #CenturyTour caravan, please send an email to [centurytour@thedevinsnetwork.com](mailto:centurytour@thedevinsnetwork.com) and one of the team will confirm details with you.**

We would also appreciate if you could help "shout out" the #CenturyTour visit to your community by talking about us on your social networks. As #CanadasGame, we hope to reach one million Canadians over the 12 months of the tour. We look forward to seeing your tweets while you visit the caravan.

Thank you for joining us in celebrating 100 years of Hockey Canada!

Regards,

*Dean McIntosh*

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