



FOR IMMEDIATE RELEASE
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TERRACE – Sponsors of the Kraft Hockeyville 2009 competition were in Terrace last week to meet with city officials and the Terrace is Kraft Hockeyville committee, their first visit since the city was officially crowned Kraft Hockeyville 2009 winner on March 7.

The purpose of the group's visit, which included representatives from Kraft Canada and the NHL, was to present Mayor Dave Pernarowski a cheque for \$100,000, dedicated to arena upgrades and to establish what lays ahead during the roughly five and a half months between now and the Sept. 14 NHL pre-season game that will feature the Vancouver Canucks and New York Islanders.

One of the main answers the committee sought was whether or not the pre-season game will be held in Terrace.

Those representing the NHL worked with city officials at the Terrace Arena to determine the state of the original sheet of ice, what upgrades it might need and what the arena capacity is. The final confirmation of the venue will take place in June, once all arena reviews are complete, and a plan is in place for necessary upgrades to ensure the arena meets NHL standards for player safety.

“As a committee, we want the game to be played in Terrace, no question,” said committee co-chair Carol Fielding. “We were happy the sponsorship group feels the same way. Ultimately, the decision will rest with what comes out of the arena evaluation.”

The sponsorship group also presented a general outline of what's to be expected in the spring and summer months leading up to the event and the days just prior to Sept. 14.

As for ticket allocation, another hot question in Terrace, a ticket distribution plan will be defined by the local committee and endorsed by the sponsors. All tickets will be free, and will be distributed to ensure as many people as possible can attend the game.

“Our group and the sponsors know the demand for tickets can't possibly be met for everyone who would like to attend the NHL pre-season game, but it is our intention to make the three-day Kraft Hockeyville celebrations something that everyone in our community and region can claim a piece of,” said Fielding,