



2012 PENALTY FREE SWEEPSTAKES

**ATTENTION ALL HOCKEY COACHES!
ENCOURAGE YOUR TEAM TO PLAY A PENALTY FREE HOCKEY GAME
FOR A CHANCE TO WIN BOTH ON AND OFF THE ICE!**

FOR IMMEDIATE RELEASE

(TORONTO, Ontario – November 23, 2011) The Hockey Development Centre for Ontario, in partnership with its member associations and program sponsors, is pleased to announce the official launch of the 2012 Penalty Free Sweepstakes contest. The Sweepstakes is a provincial safety initiative created to foster fair play, skills, safety and sportsmanship in amateur hockey throughout Ontario.

The Penalty Free Sweepstakes encourages and rewards amateur hockey teams for staying out of the penalty box and has generated a positive response from all ages and levels of amateur hockey in Ontario. Statistics indicate that sixty-two percent of the teams who have entered the contest have either won or tied their games, demonstrating that fair play and good sportsmanship is not only rewarding but can substantially increase the chance of being successful on the ice.

To further promote the Sweepstakes, the inaugural 2012 Penalty Free Messier Project Leadership Award will be held in conjunction with the Sweepstakes prize draw. The MPL Award will recognize eleven individual players who embody the values of the Penalty Free Sweepstakes – skills, safety and sportsmanship – and, in the tradition of hockey icon Mark Messier and The Messier Project, exemplify strong leadership both on and off the ice.

A total of 19 sponsorship partners will be supporting this year's initiative by contributing valuable prizes to amateur hockey teams in Ontario that play a penalty free game during the contest period.

The Penalty Free Sweepstakes is supported by former NHL and Team Canada member Paul Henderson, Hockey Night in Canada host Ron MacLean and former Women's National and Olympic team member Geraldine Heaney.

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For more information, please contact:
The Hockey Development Centre for Ontario
416-426-7252, toll free 1-888-843-4326
or email hockey@hdco.on.ca

OFFICIAL ENTRY FORM for the 2012 Penalty Free Sweepstakes is available at www.hdco.on.ca

2012 PENALTY FREE SWEEPSTAKES CONTEST DETAILS

How does a team qualify?

Any amateur hockey team in Ontario can qualify by playing a penalty-free game within the province of Ontario during the contest period (December 3, 2011 to January 31, 2012). If one team plays an entire penalty free game, that team qualifies. If both teams play penalty free then both teams qualify. All games must be refereed by qualified officials and the game sheet must be signed by at least one of the officials. All entries are subject to verification by the Penalty Free Sweepstakes Committee. A team may submit an entry for every penalty free game they play during the contest period. All league, exhibition, tournament and playoff games played penalty free during the contest period may qualify. Inter-squad and novelty games do not qualify.

How are the winning teams chosen?

Sweepstakes winners will be drawn at random from the eligible entries received. The draw will be conducted on Monday February 6, 2012 at the offices of the Hockey Development Centre for Ontario (HDCO). Winning teams will be notified within fourteen days of the draw if the team has won a Sweepstakes prize through their team contact.

How does a team enter?

To enter, simply complete an Official Entry form and send it, along with a copy of the game sheet signed by a qualified official, to the HDCO office. Entry forms can be downloaded from the HDCO Web site at www.hdco.on.ca or by contacting the HDCO office. Eligible entries must be received by 4:00 pm Friday February 3, 2012 to be eligible for the prize draw.

What is the Penalty Free Messier Project Leadership Award?

In recognition of the young players across Ontario who are leading the charge in an important effort to protect themselves and the great game of hockey, the 2012 Penalty Free Messier Project Leadership Award will be held in conjunction with the Sweepstakes program. Coaches will have the opportunity to nominate one player from their team who embody the values of the Penalty Free Sweepstakes and, in the tradition of hockey icon Mark Messier and The Messier Project, exemplify strong leadership both on and off the ice.

Eleven winners will be randomly drawn on February 6, 2012. Each winner will receive a certificate for a custom M11 helmet courtesy of Cascade Sports and a special message from The Captain – Mark Messier – himself. In addition, winners will receive a McDonald's® Mac-a-Month Card and a family pass to the Hockey Hall of Fame.

Coaches can nominate one player from their team by filling out the MPL Award nomination ballot and submitting it to the HDCO office. Ballots can be downloaded from the HDCO web site or by contacting the HDCO office. Ballots must be received by 4:00 pm Friday, February 3, 2012 (only one nomination per team is eligible).

Play to Win...Play Penalty Free!

**2012 PENALTY FREE SWEEPSTAKES
LIST OF SPONSORS**

PRIZE SPONSORS:

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