

**AMONG THE PRIZES YOUR TEAM COULD WIN:**



3 Winning Teams can enjoy a Big Mac, Small Fry and Small Milk Once a Month for a Year



Hockey Pants for 2 Winning Teams  
Hockey Jerseys for 5 Winning Teams



Toronto Maple Leafs 6 Winning Teams to Attend a Leaf Practice\*



Skate Sharpening Passes for 10 Winning Teams



T-Shirts for 2 Winning Teams



Team Pizza Parties for 11 + 11 Winning Teams



Passes to the Hockey Hall of Fame for 1 Winning Team

Brampton Battalion  
Oshawa Generals  
Sudbury Wolves  
Windsor Spitfires



5 Teams to Win Tickets to an OHL Game

Practice Ice for 3 Winning Teams and Pro Snap for 2 Winning Teams



Softhands for 2 Winning Teams and Puckhandler for 1 Winning Team

One year subscription to The Hockey News for 3 Winning Teams

**The Hockey News**  
thehockeynews.com



Hockey Sweaters for 2 Winning Teams



Laser Quest Parties for 7 Winning Teams



Tracksuits for 1 Winning Team



Prize Package for 1 Winning Team



One-Hour Play Cards for 2 Winning Teams

Each player on every team will receive a commemorative Special Achievement Certificate signed by **Doug Gilmour** acknowledging their penalty free play.



Penalty Free Sweepstakes Official Pucks



OMHA Official Hockey Bags for 1 Winning Team



The Milk Penalty Free Sweepstakes has promoted and rewarded clean play for seventeen years with phenomenal results - over 94,000 entries with 62% of these entries winning or tying their penalty free game.

**Paul Henderson**  
*Former NHL and Team Canada player and Milk Penalty Free Sweepstakes Spokesperson*



The Milk Penalty Free Sweepstakes encourages players, coaches and parents to play by the rules and teach the game of hockey in a manner which everyone benefits.

**Margot Page**  
*Three time Women's World Champion Team Member and Milk Penalty Free Spokesperson.*



By emphasizing to each player their responsibility to respect their opponent, the Milk Penalty Free Sweepstakes is truly a program where everyone wins.

**Ron MacLean**  
*Host of Hockey Night in Canada and Milk Penalty Free Sweepstakes Spokesperson.*

The Members for the Hockey Development Centre for Ontario gratefully acknowledge the support of:



**MILK MVP CONTEST**

Coaches nominate your Milk MVP and he/she will be entered into a draw for a chance to win a McDonald's® Great Taste Card, a family pass to the Hockey Hall of Fame and a trophy.



\* Subject to Change



Presents The



Open to ALL Amateur Hockey Teams in Ontario

**Have your team play a Penalty Free game between**

**December 11, 2004 and January 31, 2005**

**and your team is eligible to enter the Sweepstakes!**

\$100,000 in prizes to be awarded!

SPECIAL OFFER:

A Milk Penalty Free Sweepstakes Official Vicerooy Puck will be awarded to the first 100 teams who play a penalty free game during the week of January 15-22, 2005

**Official Entry Form & Contest Details Inside**

**PLAY IT SMART...  
PLAY PENALTY FREE!**

## Dear Hockey Enthusiast,

On behalf of the members of the Hockey Development Centre for Ontario (HDCO), we are pleased to once again encourage amateur hockey teams in Ontario to participate in the 18th Annual **Milk Penalty Free Sweepstakes**.

The **Milk Penalty Free Sweepstakes** is open to any amateur hockey team in Ontario that plays a penalty free game between December 11, 2004 and January 31, 2005. To enter your team in the contest, simply complete the official entry form in this brochure and send it, along with a copy of the game sheet signed by a qualified official to the HDCO office.

Each member of your team will receive a memento acknowledging their penalty free play. In addition, a random draw will be held at the end of the contest for teams to win \$100,000 in exciting prizes.

The Sweepstakes continues to be a tremendous success with over 94,000 teams entering the contest in the last seventeen years. It has been through the assistance of the thousands of hockey volunteers in Ontario that the **Milk Penalty Free Sweepstakes** has maintained the success it has enjoyed. We ask once again for your support in promoting skills, safety and sportsmanship in Canada's most popular sport.

The HDCO wishes you continued good luck and encourages you to enter your team in the 2004-2005 **Milk Penalty Free Sweepstakes**.

Remember, everyone wins when you play the game safe, clean and have respect for your opponent.

Sincerely Yours,



Wayne Dillon  
Executive Director  
Hockey Development Centre for Ontario

**PLAY IT SMART...  
PLAY PENALTY FREE!**



# OFFICIAL ENTRY FORM & CONTEST DETAILS

Open to every Amateur Hockey Team in Ontario that plays a Penalty Free Game between December 11, 2004 and January 31, 2005.

## ENTRY FORM

TEAM NAME: \_\_\_\_\_  
TEAM CONTACT: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY/TOWN: \_\_\_\_\_  
POSTAL CODE: \_\_\_\_\_  
HOME PHONE: (     ) \_\_\_\_\_  
BUS. PHONE: (     ) \_\_\_\_\_  
FAX NUMBER: (     ) \_\_\_\_\_  
NUMBER OF PLAYERS REGISTERED ON THE TEAM: \_\_\_\_\_  
DATE OF PENALTY FREE GAME: \_\_\_\_\_  
CHECK ONE: WIN  LOSS  TIE

NOTE: ONLY ONE TEAM PER ENTRY FORM.  
ATTACH THE TEAM'S COPY OF THE GAME SHEET.  
THE REFEREE'S SIGNATURE MUST BE ON EACH GAME SHEET.

MAIL OR FAX THE COMPLETED FORM AND THE GAME SHEET TO:

2005 MILK PENALTY FREE SWEEPSTAKES  
c/o HOCKEY DEVELOPMENT CENTRE FOR ONTARIO  
1185 EGLINTON AVENUE EAST, SUITE 301  
NORTH YORK, ONTARIO M3C 3C6  
TEL: 416-426-7252 FAX: 416-426-7348  
Or TOLL FREE AT 1-888-THE-HDCO  
WEB SITE: [www.hdco.on.ca](http://www.hdco.on.ca)

HOCKEY ASSOCIATION: \_\_\_\_\_

AFFILIATION: (PLEASE CHECK ONE)

GTHL  NOHA  OHA  OHL   
OMHA  OWHA  ODHA  ODMHA   
HNO  MHAO  OTHER \_\_\_\_\_

CATEGORY: (PLEASE CHECK ONE)

BELOW NOVICE  NOVICE  ATOM   
PEEWEE  BANTAM  MIDGET   
JUVENILE  JR.  SR.   
INTERMEDIATE  ADULT   
OTHER \_\_\_\_\_

DIVISION: (PLEASE CHECK ONE)

MEN'S  WOMEN'S  MIXED

STATUS: (PLEASE CHECK ONE)

HOUSE LEAGUE  REP/COMPETITIVE  SELECT

ENTRIES MUST BE RECEIVED BY 4 P.M.  
FRIDAY, FEBRUARY 4, 2005 FOR INCLUSION IN  
THE DRAW FOR SWEEPSTAKES PRIZES.

**PLAY IT SMART...  
PLAY PENALTY FREE!**

## CONTEST DETAILS

Any amateur hockey team in Ontario can qualify by playing a penalty free hockey game within the province of Ontario during the contest period. If one team plays an entire penalty free game that team qualifies. If both teams play penalty free then both teams qualify. A qualified official must referee all games 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. Sweepstakes winners will be drawn at random from the eligible entries received. The draw will be conducted on Friday February 11, 2005 at the offices of the Hockey Development Centre for Ontario. Winning teams will be notified through their team contact within fourteen days from the date of the draw. All league, exhibition, tournament and playoff games played during the contest period may qualify. Inter-squad and novelty games do not qualify. EVERY PLAYER ON EVERY TEAM SUBMITTING AN ELIGIBLE ENTRY WILL RECEIVE A 2005 MILK PENALTY FREE MEMENTO FOR PARTICIPATING IN THE PROGRAM.

