

FOR IMMEDIATE RELEASE
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OEG Launches Summer ICE Jamboree Novice Hockey Event
Registration for Jamboree now open at SummerIceJamboree.com

(Edmonton, AB) – Oilers Entertainment Group (OEG), in partnership with Hockey Alberta, announced today a new Novice hockey event taking place August 11-12, 2018 at the Downtown Community Arena. In conjunction with the Hlinka Gretzky Cup and Centre ICE Summit, the Summer ICE Jamboree will bring Novice hockey players from across Alberta together to be immersed in the excitement of international hockey and the thrill of learning and playing alongside new teammates. Players will register individually and be placed on teams which will represent each of the eight nations competing in the Hlinka Gretzky Cup - Canada, Czech Republic, Finland, Russia, Slovakia, Sweden, Switzerland and the United States.

Summer ICE Jamboree joins other existing Edmonton Oilers hockey programming including Oilers Hockey Institute, Oilers Hockey School, Oilers Hockey Clinic and Lil' Oilers.

"Oilers Entertainment Group is proud to partner with Hockey Alberta and support the growth of grassroots hockey in our province," said Oilers Entertainment Group CEO and Vice Chair Bob Nicholson. "Growing the game from the bottom up has a very positive effect on our National teams, including Team Canada which will be competing at the Hlinka Gretzky Cup this summer."

Participation in the fun-filled weekend will include five half-ice games and a complimentary ticket to the Hlinka Gretzky Cup gold medal game on Saturday, August 11. Registration is open to any players born in 2010 and 2011. Registration will be on a first-come, first-served basis and the deadline to register is Friday, July 27.

The event will be structured according to Hockey Alberta's new Intro to Hockey model which focuses on long-term player development by utilizing smaller ice surfaces to enhance skating, passing, shooting and overall touches of the puck.

"Hockey Alberta is excited to partner with OEG and utilize this high-profile event to showcase our Intro to Hockey model. We believe the Jamboree will be an enjoyable experience for players and a great opportunity for Hockey Alberta to continue the education process for parents about Intro to Hockey," said Rob Litwinski, Chief Executive Officer of Hockey Alberta.

Coaching opportunities will also be available at the Summer ICE Jamboree. Interested coaches can apply at SummerIceJamboree.com. Hockey Alberta staff will be on-site to provide coaches

with support in facilitating the new Intro to Hockey format. There will also be drop-in information sessions for parents and the public to attend to learn more about this new approach to Novice hockey. For more information regarding the Intro to Hockey Model, please visit www.hockeyalberta.ca/players/intro-hockey/.

For more information or to register, please visit SummerIceJamboree.com.

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