



For Immediate Release

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Brandt steps forward as first Platinum Sponsor for 2018 Mastercard Memorial Cup.

Regina, Saskatchewan – The 2018 Mastercard Memorial Cup Host Committee, together with the Canadian Hockey League (CHL), is pleased to announce the addition of the Brandt Group of Companies as the first Platinum-level corporate sponsor for the upcoming 100th anniversary edition of the iconic junior hockey championship.

“Brandt has a long track record of strong community support and we’re very pleased to see a locally-based company make such a significant contribution to the success of this event,” says Regina Pats Governor, Anthony Marquart. **“It is yet another example of our strong community spirit and our love for Canada’s great game!”**

Brandt’s role as a Platinum-level presenting sponsor will extend across a wide range of Mastercard Memorial Cup events, including as the Presenting Sponsor for the Centennial Salute Opening Ceremonies, which includes the pre-concert Confederation Park Centennial Salute Tailgate Party, the red carpet VIP Opening Reception, and the Opening Ceremonies and Eagles concert event with a special tribute and presentation to the Humboldt Broncos. The company has also signed on as overall title sponsor for the Brandt Celebration Zone, the event’s main entertainment venue, which will feature performances by Paul Brandt, Emerson Drive, Loverboy, Sheepdogs, Montreal Rhapsody, Jack Semple and many more.

“We are proud Reginans and we’ve been strongly committed to supporting this event since Day One,” adds Shaun Semple, President and CEO of the Brandt Group of Companies. **“The 100th anniversary of the Mastercard Memorial Cup, coinciding with the centennial of our own Regina Pats, is something that will never happen again and we’re proud to sponsor an anniversary party on an epic scale – a once-in-a-lifetime celebration of our hometown hockey legacy.”**

The Host Committee is anticipating further sponsorship announcements in the coming weeks, as there has been considerable interest from both local and national organizations.

About the Mastercard Memorial Cup

The Memorial Cup has a rich tradition that has shaped the way junior hockey is played in North America. The trophy was originally known as the OHA Memorial Cup and was donated by the Ontario Hockey Association in March, 1919, in remembrance of the many soldiers who paid the supreme sacrifice for Canada in the First World War. In 2010 the Memorial Cup was rededicated to the memory of all fallen Canadian Military Personnel killed in combat serving our country. The 2018 Mastercard Memorial Cup runs from May 17-27 at Regina’s Brandt Centre, featuring the host Pats along with the champions of the Western Hockey League, Ontario Hockey League, and the Quebec Major Junior Hockey League. For more information please visit www.mastercardmemorialcup.ca

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