

Dickies and CHL Announce Activation with 24 Clubs in the WHL, OHL & QMJHL for the 2011/12 Season

Monday, September 12, 2011

Toronto, ON – The WHL, OHL & QMJHL Leagues in association with Williamson-Dickie Canada Co. makers of quality workwear, are proud to announce the launch of their second year in a 3-year partnership that includes grassroots programming across several Canadian Markets along with brand integration across various national broadcast and online properties.

As a proud sponsor, Dickies Canada will continue to recognize the unsung heroes of the league throughout the 2011-12 season. Activating in 24 Markets this year and all markets by the 2012-13 season, Dickies Canada will be celebrating the important role that these hardest working players serve on their respective teams with in-game acknowledgments and prizing throughout the regular season. This exciting promotion will also include a season long competition that will see Dickies Canada honour the leagues overall Hardest Working Player with a \$1,000 scholarship contribution plus \$200 in Dickies product. Moreover, Dickies Canada will also be offering exclusive discounts and promotional offers throughout the season in support of hard working hockey fans.



- Brandon Wheat Kings
- Edmonton Oil Kings
- Kamloops Blazers
- Prince George Cougars
- Red Deer Rebels
- Kelowna Rockets
- Medicine Hat Tigers
- Saskatoon Blades

- Barrie Colts
- Owen Sound Attack
- Soo Greyhounds
- Sudbury Wolves
- Guelph Storm
- Niagara IceDogs
- Peterborough Petes
- Sarnia Sting

- Saint John Sea Dogs
- Rouyn-Noranda Huskies
- Rimouski Oceanic
- Shawinigan Cataractes
- Cape Breton Screaming Eagles
- Chicoutimi Sagueneens
- Halifax Moosheads