

## **Dickies and CHL Announce Strategic Partnership Highlighting the Dickies Hardest Working Players in the WHL, OHL & QMJHL**

Monday, September 29, 2010

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 a new strategic 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 be doing its part to recognize the unsung heroes of the league throughout the 2010-11 season. Activating in 12 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.

“Connecting with the CHL is an ideal fit for Dickies Canada,” said Bill McFarlane, Dickies Canada VP of Merchandising, Marketing and Operations. “Our workwear continues to grow in popular with hard working Canadians everywhere, and being part of the fabric of Canada through this unique hockey partnership is something all of us at Dickies Canada are thrilled about.” “The grassroots nature of the CHL provides us with an outstanding platform for engaging consumers and recognizing unsung hockey heroes across the league, while also providing fans with access to exclusive discounts and prizes.”

With this partnership, Dickies becomes the official workwear partner of the CHL. Look for Dickies presence in CHL arenas throughout the 2010-13 season.

### **About the Canadian Hockey League:**

The Canadian Hockey League is the world’s largest development hockey league with 60 teams in nine Canadian provinces and five American states. The CHL is made up of the Ontario Hockey League, Quebec Major Junior Hockey League and Western Hockey League. Last season, more than nine million fans attended CHL games in the regular season, playoffs and at the MasterCard Memorial Cup. The CHL supplies more players to the National Hockey League than any other league. Last season 692 graduates attended post-secondary institutions across North America on scholarships from CHL teams.