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The Boston Globe

It's Game Time for Kraft Hockeyville 2007

The search to find Canada's most passionate hockey community returns to CBC Television and it is easier than ever to participate

TORONTO, ONTARIO-(CCNMatthews - Dec. 18, 2006) -

Kraft Canada, CBC Television, the National Hockey League (NHL), and the National Hockey League Players' Association (NHLPA) are searching for the community that best embodies the spirit of hockey and hometown pride. Every Canadian community is invited to demonstrate its low of the game and share grassroots hockey stores to earn the covertic the of kraft Hockeywile 2007. Whether your community is a small town or shataid in a big cit, like Leaside in Toronto, South Stores in Morthead or Kilsamo in B.C., Canada's codest competition Kraft Hockeywile is back.

'Kraft has been involved with Canadian hockey for more than 20 years and a part of family meals and celebrations for gen erations, so we are thrilled about bringing back Kraft Hockeyville," said Dino Bianco, President, Kraft Canada. "We were overwhelmed with the number of entries from last year and are excited to see what Kraft Hockeyville 2007 will bring!"

What's New With Kraft Hockeyville 2007

The competition has been streamlined and improved to allow for greater ease in entering. Entries will be accepted from December 19, 2006 to January 22, 2007 at 5 p.m. EST. Communities will need to develop a video up to three minutes in length that spolights their hockey passion and community spirit. <u>Visit www.cbc.cahockeyville</u> for more information and to download the application form.

Hockey is more than a game, it's a way of life that brings Canadian communities together from coast-to-coast. Nothing compares to Canadians' love for hockey," said Ron MacLean, host of CBC's Hockey Night in Canada. "Every NHL star till feel completely at home in the winner's town, because he'll be seeing the very same passionate poople who helped shape his own story. It's a magical ay to say thans."



G watch the vide

Contact Information Strategic Objectives Mandy Plaizier (416) 366-7735 ext. 254

Trackbacks (876)

National Hockey League Gary Meagher (416) 981-2760

Podcast

Tearnwork, co-operation, and enthusiasm are traits possessed by all great teams, and great Canadian communities. Kraft Hockeyville searches for the community that shows us why they have the best hockey passion and community spirit.

Kraft Hockeyville 2007

The Road to Kraft Hockeyville

On February 25, 2007, CBC Television will air a look back at some of the exciting events from last season's winning community of Salmon River, as well as a special look at Kraft Hockeylei 2007. In March 2007, the top communities will be announced and yet on by the public. The winning Kraft Hockeyleii 2007 community will be mared live on CBC's Hockey Night in Canada on March 17, 2007, and will be featured in a CBC Television special to air in the fall.

Kraft Foods markets many of the world's leading food brands, including Kraft cheese, Maxwell House and Jacobs coffees, Philadelphia cream cheese, Post cereals and Milla chocolaise, in more than 150 countines, in Canada, company brands include Kraft Dinner macrons and cheese, Christie cookies and crackers including Bits&Bites and Acobs Coffee.

Tags: Hockeyville | Kraft Foods | Canadian Hocky | CBC Television | NHL | Toronto

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