



ROYAL ROUTE

Official Newsletter
2007 RBC Royal Bank Cup



ROYAL ROUTE NEWSLETTER Edition # 3 – Dec. 2006

RE/MAX SOLD ON RBC ROYAL BANK CUP

Re/Max Centre Realty has come on board to support the RBC Royal Bank Cup as a platinum level sponsor.

Gerry Thiessen, Managing Broker for RE/MAX Centre City Realty says the team of 50 professional realtors at RE/MAX are proud to support the 2007 RBC Royal Bank Cup. "RE/MAX Realtors believe in our community, and for that reason we are proud to support this major national event to be hosted right here in Prince George," says Thiessen.



The RE/MAX sponsorship will go to support the volunteer program for RBC Royal Bank Cup.



With the RBC Royal Bank Cup less than six months away, the committee is working hard to ensure the 2007 event is the best ever in the event's history. "We are in the process of building our volunteer committees and going through the planning that hosting this type of major event requires," says Committee Co-Chair Dan Rogers. "We are confident that we will achieve our mission of hosting the best ever RBC Royal Bank Cup."

A Banner Day for the RBC Royal Bank Cup

The City of Prince George is helping to grow the excitement in the community about hosting the 2007 RBC Royal Bank Cup.

City staff have Hung street Banners that promote the RBC Royal Bank Cup along 15th Avenue between the Prince George Coliseum and the CN Centre.



The route is symbolic of the journey the Prince George Spruce Kings will take as they go from their home arena at the Coliseum to the CN Centre, the site of the 2007 RBC Royal Bank Cup.

The banners provide another way to recognize the valuable sponsors of the 2007 RBC Royal Bank Cup. Each banner features the RBC Royal Bank Cup logo and a logo of one of the event's major sponsors.



Welcome the Nation – Watch the World Contest

The contest concludes January 1st with the winner getting a trip for two to the World Hockey Championship In Quebec City in May of 2008 courtesy of Hockey Canada. The contest is all part of an effort to promote advance tournament sales for the 2007 RBC Royal Bank Cup. Anyone who purchases an advance tournament package will be automatically entered in the contest. *Full contest details and rules are available at the Spruce Kings office and on their website.*

Advanced early bird ticket packages are only \$160 and include a ticket for each of the 13 games including the Championship final that will be played on May 13th and broadcast across the country on TSN. The early bird discount price (a \$45 savings) is only available until January 1st. Tickets can be purchased at the Ticketmaster outlet at CN Centre, online at ticketmaster.ca or by phone at 614-9100.

QUESTION OF THE WEEK...

Q. I filled out a volunteer sheet but haven't heard anything?

A. First of all – THANKS for helping us welcome the Nation! You will be contacted within the next month. If you don't hear from us by January 30th, please contact our Volunteer Director Heather Carter.

TO SUBMIT A QUESTION OF THE WEEK
Email us at RBC2007@sprucekings.bc.ca

RBC Royal Bank Cup Gets Helping Hand from 2010 Legacies Now



The 2007 RBC Royal Bank Cup is one of 26 events receiving financial support from 2010 Legacies Now through the Hosting BC program. The 2007 RBC Royal Bank Cup National Junior A Hockey Championship has received a \$10,000 Hosting BC Grant.

"I'm proud that our government is providing some financial support to help stage the 2007 RBC Cup," said Prince George-Mount Robson MLA Shirley Bond. "As a fan of junior hockey I'm very excited that this premier event is coming to Prince George. I can't wait to see our very own Spruce Kings taking on the best Junior A teams in the country."

"The RBC Cup will give the citizens of Prince George and the North the opportunity to be a part of a national level championship," said Prince George-North MLA Pat Bell.

SIGN UP FOR OUR E-Newsletter and will keep you up to date on all our plans, contests, and special promotions available to our Royal Route subscribers. We also want to hear your feedback, questions and suggestions. Simply email us at rbc2007@sprucekings.bc.ca



MEDIA PARTNERS JOIN THE EFFORT TO WELCOME THE NATION

The RBC Royal Bank Cup Host Committee will be reaching into thousands of homes in the Prince George area thanks to contracts it's signed with the Pattison Broadcast Group of Prince George and the Prince George Citizen Newspaper. These agreements represent the first broadcast and print media partnerships the Host Committee has inked and will result in positioning the Citizen Newspaper, along with the Drive, the River & PGTV as the premier media partners for the event.

"We're thrilled to have these companies on board and recognize the eagerness they showed in assisting us in promoting the National Championship, says Dan Rogers, co-chair of the RBC Royal Bank Cup Host Committee. "Both media outlets have been excellent to work with as we prepare to host the best-ever national championship."

The agreements will include promotion of the event leading up to the championship, information on how to volunteer, features on the organization and some fun contests that will engage listeners, viewers and readers in the City and region.

FOR MORE INFORMATION ON THE GREAT CORPORATE SPONSORSHIP OPPORTUNITIES CONTACT:

Kelly Sharp, Director of Sales
Phone: 250.617.2894

FORMER STORM MAKING BIG IMPACT AS A KING!

Rookie defence man Jeff Forsythe joined the Prince George Spruce Kings following a successful year in his home-town playing with the Campbell River Storm in the Vancouver Island Junior Hockey League (VIJHL).



In Campbell River, Jeff was a stand out player that helped take his team to the final of the Western Canadian Junior B Championships. Jeff will be using that experience to prepare for the RBC Royal Bank Cup, where he has his sights set on winning the cup.

Jeff is leading all other defence men in the Interior Division with 33 points (12 goals and 21 assists). As a result, Jeff has been named to the Interior Division All Star Team and will play in the BCHL All Star Game in January.



2007 RBC ROYAL BANK CUP

THE dedicated and talented VOLUNTEERS that are making this event happen...

Volunteers Directors	- Heather Carter / Lyn Hall
Media Relations Director	- Linda Glover
Web Communications Director	- Ron Gallo
Sales & Sponsorships Director	- Kelly Sharp
Sponsorship Fulfillment Director	- Debbie Lucci / Sue Hanson
Directors of Group Ticket Sales	- Darlene Wagner / Marta De Sousa
Fundraising Directors	- Karen Baba / Shawn Rice
50 /50 Coordinator	- Audrey Foster
Accommodations Director	- Laurie Braaten
Castle Cabaret Director	- Dwayne Nelson
Host Services Director	- John Abbott
Minor Officials Director	- Orv Claffey
Finance Director	- Antia Bodish
Medical Director	- Finlay Sinclair
Spruce Kings Liaison	- Adrian Vander-Velden
BC Hockey Liaison	- Randy Henderson
Administrative Assistant	- Donna Currie
VP Business	- Greg Tretick
VP Marketing	- Phil Beaulieu
VP Operations	- Darren Witala
VP Special Events	- Mike Meehan
VP Communications	- Renee McCloskey
Co-Chairs	- Dan Rogers & Don Kehler

Host Committee looking for volunteers

We are looking for a few more volunteers to help in the organization and preparation leading up to the National Championship. From organizing ceremonies to helping coordinator some of the special events, we need your help!

If you would like to help out over the next few months contact our Director of Volunteers, Heather Carter at terry_carter@telus.net or check out the application form on our website at www.hockeycanada.ca

For more information on the

RBC Royal Bank Cup check

out our website at: www.hockeycanada.ca

or email us at rbc2007@sprucekings.bc.ca

Our Proud Partners

Please thank & recognize them for their fantastic community spirit – they are putting action to their words!

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