



ROYAL ROUTE

Official Newsletter
2007 RBC Royal Bank Cup



Edition # 4 – February 2007

Contest winners Thrilled to Welcome the Nation and Watch the World.

Two Prince George hockey fans are preparing themselves for a great year of hockey. Luranna and Ron Corbett are the grand prize winners in the “Welcome the Nation – Watch the World” contest sponsored by the 2007 RBC Royal Bank Cup Host Committee.

Luranna and Ron Corbett, along with daughter Madison accept their grand prize at Jan. 14th Spruce King Game



The lucky winners receive a trip to the World Hockey Championship in Quebec City in May of 2008 courtesy of Hockey Canada.

“We’re big hockey fans so we’re very excited,” says Luranna Corbett who purchased her RBC Royal Bank Cup tournament pass just before Christmas. “We’re really looking forward to cheering on the Prince George Spruce Kings at the RBC Royal Bank Cup, and now to have the opportunity to watch the Men’s World Championship is unbelievable,” says Corbett. The contest was part of an effort to promote sales for individual advance tournament passes for the 2007 RBC Royal Bank Cup, which will be held in May at CN Centre.

Ryan Walter Confirmed as Guest Speaker at RBC Royal Bank Cup National Awards Banquet

The awards banquet at the 2007 RBC Royal Bank Cup promises to be a memorable evening. The May 11 banquet at the Civic Centre provides an opportunity to recognize excellence demonstrated by the top players participating in the tournament. In addition to the awards and special recognition, the RBC Royal Bank Cup Host Committee is pleased to welcome Ryan Walter as the special guest speaker.

Ryan Walter started his NHL career with the Washington Capitals. In 1982, he was traded to Montreal where, in the presence of Guy Lafleur and Doug Wickenheiser, Walter adopted a more open, offensive style of play. In 1985-86, he reached the top of his personal goals list by winning his only Stanley Cup with the Habs.



After nine seasons in Montreal, Walter signed as a free agent with the Vancouver Canucks in 1991. He put in his final two professional seasons there as a defensive specialist.



THE COUNTDOWN IS UNDERWAY!!!

January 26 marked the start of the 100-day countdown to the 2007 RBC Royal Bank Cup.

"We've been planning for this event for years, so it's exciting that we can now start counting in days, instead of months or years," says Host Committee Co-Chair Dan Rogers. Rogers says the host committee volunteers have been working diligently on every aspect of the event from ensuring a first rate experience for the players, to fundraising, special events and of course ticket sales and sponsorships.

Rogers points to some other key successes the host committee has already been able to achieve in planning for the 2007 RBC Royal Bank Cup:

- Ryan Walter confirmed as the guest speaker at the Awards Banquet
- 10 major local sponsorships have been secured, totalling about \$335,000
- Recruit volunteers to fill key roles on the Host Committee
- Fundraising dinner and silent auction planned for March 10
- Successful ticket sale contest in December

"The committee has worked extremely hard in planning for the 2007 RBC Royal Bank Cup, and the next 100 days will see us work even harder as we begin to actively recruit more sponsors, volunteers, promote corporate and individual ticket sales and continue to work to build the excitement in the community about hosting this event," says Rogers.

QUESTION OF THE WEEK...

Q. I hear that that something is in the works for Friday May 4th?

A. You bet – WHILE the first game is on Saturday and Community Celebration and Opening Extravaganza is scheduled for Friday night involving entertainment, FREE admission to the Fan Fest Hockey Hall of Fame Display, and much more!

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

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



Leo and Media Director Linda Glover with Mike & Jessica at the River



Leo rocks with Darren and Keegan at 94X



Doug Jones and Leo know how to start the morning – with a great Drive.



Leo shows Lions do like Wolves as in Darren Cougan and the Wolf FM



Spruce Kings at CN Centre February 23-24

The Prince George Spruce Kings get their first taste of playing in CN Centre later this month. The games will give the RBC Royal Bank Cup Host Team the opportunity to familiarize themselves with the rink, while giving the fans a chance to show their support to cheer on the Kings as they take on Nanaimo (Feb 23) and Quesnel (Feb 24) in an exciting double header hockey weekend. Tickets for the games are available through Ticketmaster. Spruce King Season tickets and 15-game punch cards will be honoured at the door with no additional fee.

RBC Royal Bank Cup Tickets Going Fast

The hottest hockey ticket in Prince George is selling fast. 2007 RBC Royal Bank Cup Tournament Passes are on sale now, but are going quickly. Close to 1000 tickets have already been secured between corporate sponsorships and individual ticket sales.

With a revised seating configuration in the CN Centre and ticket sales starting to increase, hockey fans are encouraged to purchase their tickets now before they are all gone.

Tournament passes are available on-line at Ticketmaster.ca, charge by phone to (250) 614-9100 or at the box office at CN Centre.

FOR MORE INFORMATION ON THE GREAT CORPORATE SPONSORSHIP OPPORTUNITIES CONTACT:

Kelly Sharp, Director of Sales
Phone: 250.617.2894

ALAIN JOANETTE QUICK TO BECOME A FAN FAVOURITE

One of the new faces in the Spruce Kings Dressing Room is 20 year old forward Alain Joannette. Joannette joined the Spruce Kings in January, coming from the Bancroft Hawks of the Ontario Provincial Junior Hockey League (OPJHL). In Ontario, Joannette was the leading scorer and captain of the Bancroft Hawks with 20 goals and 29 assists for 49 points in 40 games.



The crafty forward is already making significant contributions to his new team, with 3 goals and 6 assists in his first 10 games with the Spruce Kings.

Joannette is thrilled to be in Prince George and have the opportunity to play in the 2007 RBC Royal Bank Cup. "It's always been a dream of mine to play in the RBC, so it's exciting knowing I'll finally have that chance," says Joannette



2007 RBC ROYAL BANK CUP

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

Volunteers Directors	- Heather Carter/Lyn Hall
Fundraising Directors	- Karen Baba/Shawn Rice
FanFest Director	- Trudy Swaan
Accommodations Director	- Laurie Braaten
Host Services Director	- John Abbott
Hospitality Director	- Johanna Jenkins
Banquet & Ceremonies Dir.	- Marlo Waldie
Logistics Director	- Leroy Manning
Minor Officials Director	- Orv Claffey
Finance Director	- Antia Bodish
Medical Director	- Finlay Sinclair
Media Relations Director	- Linda Glover
Announcing Director	- Ron Gallo
Sales & Sponsorships Director	- Kelly Sharp
Sponsorship Fulfillment Director	- Debbie Lucci/Sue Hanson
Group Ticket Sales Directors	- Darlene Wagner/Marta De Sousa
School Program Director	- Don Homan
Prov. Showcase Coordinator	- Berry-Lynn Johnson
50 /50 Coordinator	- Audrey Foster
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
Asst. VP Operations	- Brad Crossan
VP Special Events	- Mike Meehan
VP Communications	- Renee McCloskey
Co-Chairs	- Dan Rogers & Don Kehler

Host Committee looking for volunteers

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

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Our Proud Partners

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

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