



MANITOBA JUNIOR HOCKEY LEAGUE

# 2018-2019



# YEARBOOK



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# MJHL COMMISSIONER'S MESSAGE 2018-2019



A new Manitoba Junior Hockey League season has arrived – the 99th year of Junior hockey in Manitoba – and everyone associated with the league is full of optimism for another excellent season. From players and coaches to the hundreds of loyal volunteers who provide fuel for the engine of each team a new season brings hope, excitement and vital energy to each community.

The MJHL has enjoyed great success in the form of individual accomplishments such as Steinbach Pistons goaltender, Matthew Thiessen, being drafted by the Vancouver Canucks in June at the 2018 NHL Draft. In March 2018, former Virden Oil Capitals defenseman Zach Whitecloud signed a NHL contract with the Vegas Golden Knights and played his first NHL game toward the end of the season. These are two shining examples of MJHL players who have developed, excelled and achieved their goals by devoting themselves to their craft while playing in the league. We wish them, and all MJHL players continued good luck. The league has enjoyed good fortune and we look forward to more outstanding accomplishments by our teams and players.

The league office and its member clubs are ever mindful of the privilege we enjoy being able to commit ourselves to the new season of Junior 'A' hockey as it unfolds. Our hearts continue to ache as we remember and honour our hockey family members of the Humboldt Broncos. Words simply cannot adequately convey how we hurt as we reflect on the tragedy of April 6, 2018 and how it affected the families and friends of those who passed away and were injured.

The MJHL, including all those associated with the league will always provide a shoulder to lean on in support of our compatriots in the Saskatchewan Junior Hockey League. We wish all MJHL clubs, all SJHL teams and our extended hockey family across the world a successful and safe 2018-2019 season.

Kim Davis  
Commissioner  
Manitoba Junior Hockey League (MJHL)

[mjhlhockey.ca](http://mjhlhockey.ca)



# STEINBACH PISTONS LOCAL PRODUCT GULA HAS BRIGHT FUTURE AHEAD

Darby Gula's hockey journey has kept him close to home. And that's just okay with him. The Steinbach native has spent his entire three-year junior hockey career with the hometown Pistons, where he enjoyed a 29-point rookie season in 2015-2016, and topped that by scoring 34 points a year later.



Gula broke out in a big way with the Pistons in 2017-2018, setting franchise records for goals (14), assists (47), and points (61) by a defenceman in a single season – all while helping Steinbach to the Turnbull Trophy and ANAVET Cup championships in April and May.

He also achieved a long-term goal earlier last season as he committed to the Bemidji State University Beavers (WCHA) of NCAA Division I for the 2018-2019 season. "I'm confident that Bemidji State is the right school for me," said Gula. "Playing US College hockey and furthering my education was one of the main goals I set for myself so it feels great to have accomplished that early on."


Gula received the MJHL's Top Defenceman award in 2017-2018, was named to the MJHL First All-Star team, and also received the Top Defenceman award at the RBC Cup in Chilliwack. He will be the first player from Steinbach to play for the Pistons and also play NCAA Division I hockey, which will be an inspiration to local players.



"I wouldn't have wanted to play my junior years anywhere else," he said. "The coaches and management have done such a good job of building a competitive team, while also taking huge strides to develop the program to give our players opportunities to reach the next level." ■

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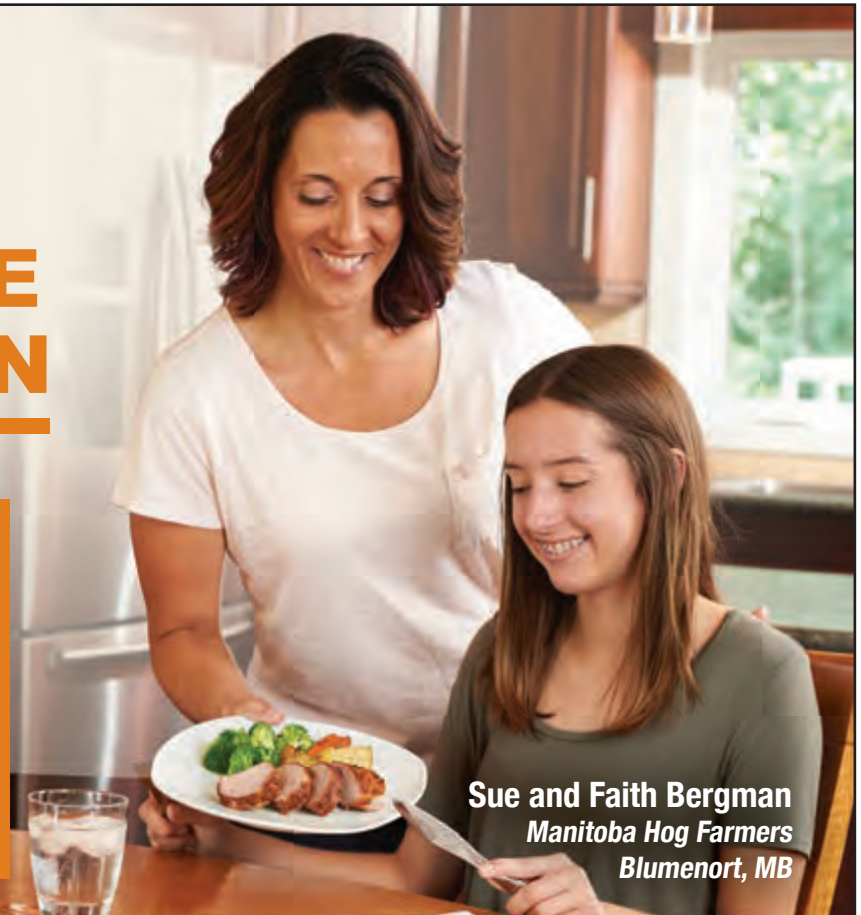
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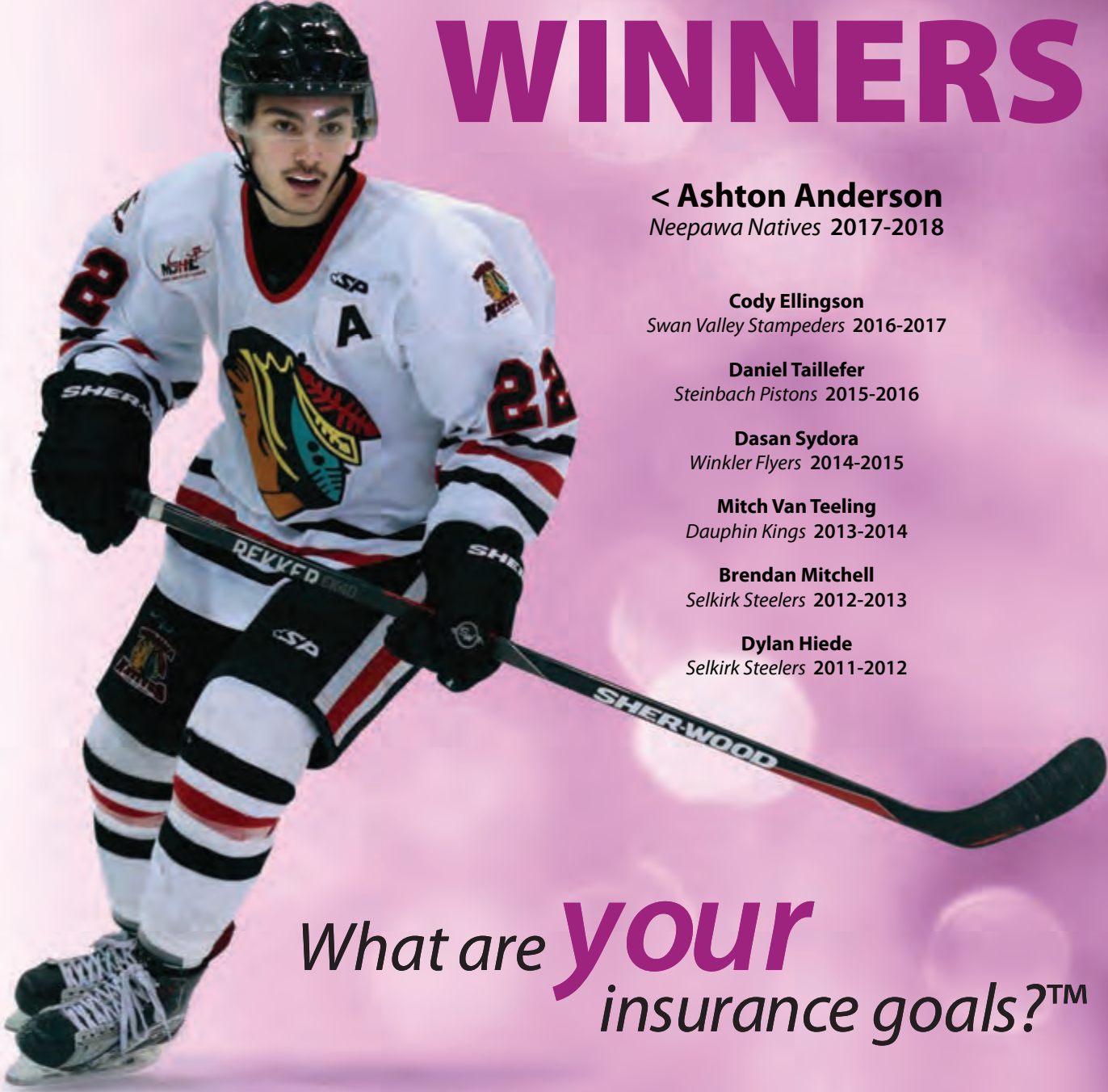
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# IBAM – MJHL SCHOLARSHIP AWARD WINNERS



**< Ashton Anderson**  
*Neepawa Natives 2017-2018*

**Cody Ellingson**  
*Swan Valley Stampeders 2016-2017*

**Daniel Taillefer**  
*Steinbach Pistons 2015-2016*

**Dasan Sydora**  
*Winkler Flyers 2014-2015*

**Mitch Van Teeling**  
*Dauphin Kings 2013-2014*

**Brendan Mitchell**  
*Selkirk Steelers 2012-2013*

**Dylan Hiede**  
*Selkirk Steelers 2011-2012*

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# DAUPHIN KINGS HEAD IN NEW DIRECTION

The Dauphin Kings are sporting a new look this season as the club enters their 51st campaign in the Manitoba Junior Hockey League. The team recently decided it was time to rebrand their product and that sees them going down an old road but with a new revamped design.

The Kings will move away from their former Lion in front of a crown logo and change to a new, modern re-design of their vintage crown logo. "We had a lot of good responses to our third jersey last season for our 50th anniversary," says Kings Director of Marketing & Media Relations Christian Laughland. "We wanted to keep things similar to that logo but adjust things for a new modern look and this is the design we came up with."



Dauphin's colours will change a little along with the logo switch. Now instead of red, white and blue the Kings colours will consist of dark blue and white.

"We're also in the process of a culture change here in Dauphin and looking forward to the next 50 years. We've had a number of compliments on the new logo and hopefully all the positive feedback will turn into positive results on the ice," added Laughland. ■

[www.dauphinkings.com](http://www.dauphinkings.com)

## FROM THE MJHL TO THE NHL

### Dauphin Kings

Ron Chipperfield  
Brad Church  
Butch Goring  
Darcy Hordichuk  
Mike Korney  
Kirby Law  
Ron Low  
Jeff McDill  
Blaine Stoughton  
Jeff Penner  
Barry Trotz (NHL coach)

### Neepawa Natives

Triston Grant  
Shane Hnidy  
Mark Kolesar

### OCN Blizzard

Steve McIntyre  
Jordin Tootoo

### Waywayseecappo

#### Wolverines

Cody McLeod  
Sean Collins

### Portage Terriers

Rick Blight  
Troy Bodie  
Dan Bonar  
Junior Lessard  
Curt Ridley  
JP Vigier

### Selkirk Steelers

Murray Anderson  
Chuck Arnason  
Joe Cooper  
Darren Helm  
Gerry Hogue  
Dale Krentz  
Andrew Murray  
Lyle Phair  
Jonny Sheppard  
Alex Shibicky  
Joe Thorsteinson  
Nick Wasnie  
Neil Wilkinson

### Waywayseecappo

#### Wolverines

Cody McLeod  
Sean Collins

### Swan Valley Stampeders

Barry Brust  
Nathan Deobald  
Justin Falk  
Chris Levesque  
Brodie Dupont

### Winkler Flyers

Eddie Belfour  
Frank Bialowas  
Don Gibson

### Winnipeg Blues

Tyler Arnason  
Paul Baxter  
Lonny Bohonos  
Brian Engblom  
Garnet Exelby  
John Ferguson Jr.  
Kevin Hodson  
Sheldon Kennedy  
Grant Ledyard  
Duvie Westcott  
Ryan Garbutt  
Dale Weise

### Winnipeg Saints

Travis Hamonic  
Mike LeClerc  
Mike Maneluk  
Colton Orr  
Dave Richter  
Mike Ridley  
Russ Romaniuk  
Jim Ramsey  
(NHL Head Trainer)

### Brandon Travellers

Ray Allison  
Laurie Boschman

### Kenora Muskies

Charlie Simmer  
Rick St. Croix

### St. James Canadians

Murray Bannerman  
Brad Chartrand  
James Patrick  
Steve Patrick Jr.  
Travis Zajac



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# FLYERS' BRODY MOFFATT CARRIES-ON FAMILY HOCKEY TRADITION

The Manitoba Junior Hockey League has many examples where sons follow in the footsteps of their fathers and crack an MJHL roster just like their dad did. That too can be said for third year Winkler Flyers forward, Brody Moffatt, whose father Shane was a member of his home town Portage Terriers back in the 1980s.



"It's pretty special to be able to play in the same league as my dad once did and to be part of a great organization in Winkler," said Moffatt.

Since day one, Moffatt has been a great ambassador for the Winkler Flyers both on and off the ice by volunteering countless hours helping with minor hockey teams, the Winkler Hockey & Breakfast Club, school reading programs and other community events.

"Brody is a hard-working kid who is the first to volunteer for charitable causes," said Ken Pearson, General Manager, Winkler Flyers. "He does whatever is asked of him on and off the ice and he's somebody that youth in the community as well as his own teammates can look up to."

Moffatt, who was a third round pick of the Flyers in the 2014 MJHL Bantam Draft continues to be a leader on the ice, in the dressing room and in the community, and is someone that the Orange and Black as well as the Moffatt family can be proud of. ■



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# OIL CAPITALS VETS CROSS & DALKE GEAR UP TO LEAD THE ROOKIES

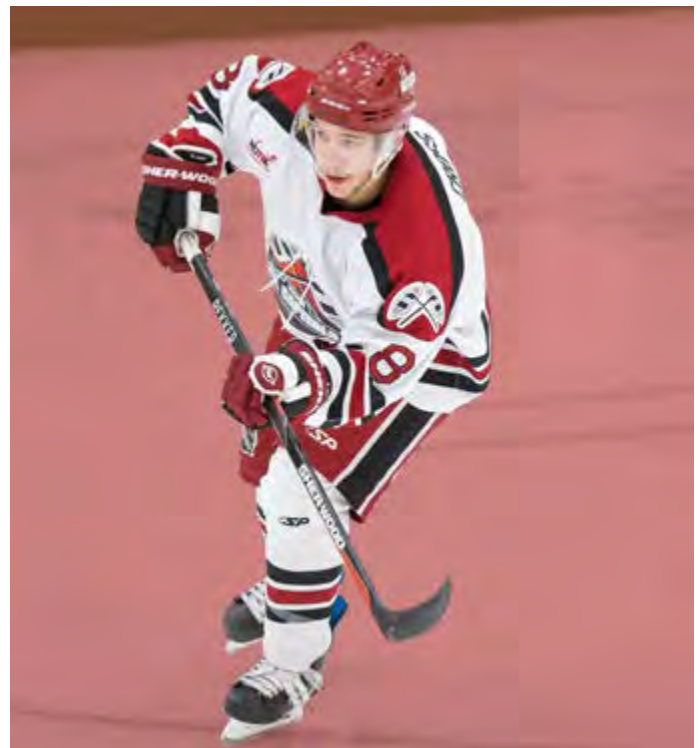
The 2018-2019 season is the final year of Junior 'A' hockey for Virden Oil Capitals veterans, Tristen Cross and Ben Dalke, and it couldn't be more special for them and the team. Both players have spent three years in the MJHL with the Oil Capitals and it means a lot to them to end their MJHL career in Virden.



During the 2017-2018 hockey season, Tristen Cross racked up a total of 38 points (9 goals, 29 assists). This season, Cross is ready to lead and show the younger players what it means to be a true Oil Capital. Hailing from Virden, Cross has been around since the inception of the Oil Capitals. Playing for the team means a lot to him, and the community appreciates having local players to lead their team to victory. "I've always loved playing in Virden," said Cross. "Being my

hometown just amplifies that feeling of pride when I put on the Oil Caps jersey. It's been a dream come true to play here and I've made friendships and memories for life."

Ben Dalke started and finished the 2017-2018 season strong with the Virden Oil Capitals. He racked up a total of 39 points (18 goals, 21 assists). "Coming back as a veteran feels great," states Dalke. "It's nice to come back to a familiar environment, settle in immediately, and pick up right where you left off. To lead as a veteran is a big responsibility and something I don't take lightly. I've learned all the traits it takes to be a good leader and wish to pass on that experience to the younger players." ■



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# SWAN VALLEY STAMPEDERS CELEBRATING 20<sup>TH</sup> SEASON

As the Swan Valley Stampeders enter the twentieth season in franchise history, looking back you'll find plenty of successes both on and off the ice.

From hometown heroes to a handful of eventual NHL draft picks in their alumni, the Stampeders have been an exciting entertainment option for local hockey fans for years. Residents of the Swan River Valley are proud to support this exciting brand of hockey and are looking forward to the next group of players who will wear the crest.

As a team with one of the smallest drawing areas in the Manitoba Junior Hockey League, the Stampeders depend on more than just fan support. Fundraising, corporate sponsorship and community projects all play a huge role in keeping this franchise moving forward.

Many local players have pulled the Stampeders sweater over their head while others, both local and otherwise, have used this proud Junior 'A' franchise as a stepping-stone to furthering their careers. Barry Brust (Minnesota Wild), Ricky Kozak (Philadelphia Flyers), Dalyn Flatt (New York Rangers), Brodie Dupont (New York Rangers) and Justin Falk (Minnesota Wild) all started their junior hockey careers in the Valley before going on to play in the Western Hockey League and then drafted into the National Hockey League.

In addition to the five NHL drafted players above, the Stampeders have also sent countless players on to U.S. College hockey (both Division I and III) along with several members to Canadian University and College programs.

Countless hours are spent in the community by players each season including school visits, minor hockey practices, volunteering at community events and more throughout the Valley.

That is just as important to fans and residents alike. ■





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# EXPECTATIONS HIGH FOR SELKIRK STEELERS WINGER NATE HALVORSEN



Nate Halvorsen grew up playing hockey out of Greendell Community Center in the South St. Vital area of Winnipeg. He then continued on to play for the St. Vital Victoria's, Winnipeg Warriors, and the Winnipeg Wild. As a 14-year-old with the Winnipeg Wild, Nate was drafted by the Waywayseccappo Wolverines in the MJHL draft. Shortly after being drafted he was traded to the Selkirk Steelers. Nate went on to play his rookie year with the Selkirk Steelers in 2015/2016 and has been with the team ever since.

Nate had a strong 2017/18 season, finishing third in regular season team scoring with 25 goals and 34 assists.

Nate is currently enrolled in post-secondary education at the University of Manitoba. This year he will be entering the Faculty of Criminology, and aspires to be a police officer. As for his hockey career, he hopes to achieve an MJHL championship title as well as a post-secondary scholarship to continue playing hockey.

The Selkirk Steelers will be relying heavily on Nate Halvorsen's leadership for a successful 2018-2019 hockey season. ■

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# HARD WORK THE KEY FOR PORTAGE TERRIERS FORWARD TY BARNSTABLE

"It's been a blast and more than I could ask for," says Terriers defensive forward Ty Barnstable. Heading into his final year of junior eligibility, the 20-year-old has loved his time in Portage.

Growing up in Regina, Saskatchewan, he was like every other kid on the prairies – he played hockey as much as he could. Football, lacrosse, baseball and handball all took a backseat to his first love on the ice.

The second oldest in a family of three, 'Barney' always wanted to play junior hockey and hoped it would take him far. No plans are set in stone, but Kinesiology and business could be in his future. "I would like to play as long as I can. If hockey can pay for some college or university classes that would sure help," he said.

Acquired at the trade deadline in 2017, the 5'10" centre made quite the impact despite not being the biggest player on the ice. "I don't think I have the most skill, but if I get the face-off and out work you I will put myself and my team in a good position to be successful."



Players with that type of attitude are respected in Portage and he was immediately handed the assistant captain role. "It was quite surprising and I didn't expect it. I came in with an open mind and I fell in love with [Portage]," added Barnstable.

In 2016-2017 he finished the season with 21 points in 24 games, and scored 10 goals in 18 playoff games enroute to the Turnbull cup. Last season was a productive one for Barnstable, who had 40 points in 60 games, but his season ended with a first round playoff loss to the Winnipeg Blues. He hopes this year will be different. "We will be young to start, but I feel we can be successful." ■



# COMMUNITY SUPPORT KEY FOR OCN BLIZZARD

The OCN Blizzard Jr 'A' Hockey Club is pleased to announce the partnership and continued commitment of the Opaskwayak Cree Nation (OCN). The partnership was confirmed at a meeting with OCN Chief and Council and Andre Murphy, team President and Shawna Hrapstead, team Office Manager. The meeting, which was described as "successful and stimulating" will guarantee the continuation and commitment from OCN to support the operation of the OCN Blizzard.



The OCN Blizzard, with returning players Wyatt Riendeau, Trygve Many-Guns, Tony Apetagon, Logan Thiessen, Rylan Bartley and Keevan Daniels-Webb, are focused on providing Blizzard fans with exciting hockey action all season. ■

"It's been some time since we have seen the detail and commitment from the OCN Blizzard organization and its board of directors," commented OCN Chief, Christian Sinclair.

The OCN Blizzard organization is committed to a successful 2018-2019 season and looks forward to a promising future. "It's going to be a good season," said Hrapstead. "Having the support of OCN will ensure long-term viability and provide a great opportunity for success both on and off the ice. The community events, fundraisers and promotions we have for the hockey season are sure to energize and excite the community."



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# WOLVERINES START NEW CHAPTER FOR 20TH ANNIVERSARY SEASON

Exciting times await the Waywayseecappo Wolverines organization as they enter their 20th season in the Manitoba Junior Hockey League.

Taking over at the helm last November, Head Coach and General Manager Taylor Harnett has quickly put his stamp on the club from his recruiting efforts, to hand selecting his staff and executing renovations to team facilities.

New to the Wolverines coaching staff this year is Associate Coach/General Manager, Josh Lee. The Edmonton product and former Midget AAA Assistant Coach played four years in the Alberta Junior Hockey League between Sherwood Park and Fort McMurray where he captained the Crusaders and was an AJHL all-star. The hiring of former Wolverine and Russell, MB native Troy Hickman as Director of Scouting will make a significant impact for the Wolverines. Hickman is a familiar face in the community and has spent the last seven seasons as a scout for the Western Hockey League's Prince Albert Raiders.

Another former Wolverine coming into the fold this season is Goaltending Coach Justin Holder. Holder spent the 2013 to 2015 seasons with the Wolverines and was most recently the Midget AAA Brandon Wheat Kings goalie coach. Rounding out additions to the Wolverines staff is Director of Marketing and Communications, Erik Swar. Swar joins the team after spending the last three years in radio between Flin Flon and Estevan.



Updating the team's logo and look was also important for the Wolverines. And with a new look, comes a new attitude. As an organization, the decision was made to freshen up the logo and uniforms for this milestone season in the MJHL.

The Wolverines are dedicated to success and are looking to build a championship calibre team that can compete to bring a Turnbull Memorial Trophy to their loyal fans. It's a great time to be a Wolverine. ■



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# JEREMY LINK: THE DEFENSIVE BACKBONE OF THE WINNIPEG BLUES

As a member of the Winnipeg Blues, Jeremy Link is now entering his last year of Junior 'A' hockey, and will be counted on to be the backbone of the team that has graduated eight 20 year-olds from the previous year.



the hockey season, he will take on a leadership role with the Blues' Minor Hockey Skills Clinics. Jeremy will again be a backbone in net for the Winnipeg Blues this year. ■

Jeremy had a terrific 2017-2018 season with the Blues, after spending his first two years in the MJHL with the Neepawa Natives. Jeremy is looking forward to being a top goaltender in the MJHL in the 2018-2019 campaign and is working towards achieving his goals of acquiring a NCAA scholarship.

Jeremy's statistics ranked him in the top four in the MJHL in minutes played and he was the MJHL Goalie of the Month for January 2018.

Away from the rink, Jeremy has a variety of interests and is currently in his first year of Kinesiology at the University of Winnipeg. In his spare time, Jeremy is very involved as a volunteer with the minor hockey association in his community. Throughout



## OVER 90 YEARS OF CHAMPIONS

- |  |                               |                             |                             |
|--|-------------------------------|-----------------------------|-----------------------------|
| 1919 - Y.M.L.C. (Young Mens Lutheran Club) | 1943 - Winnipeg Rangers       | 1969 - Dauphin Kings        | 1995 - Winnipeg South Blues |
| 1920 - Selkirk                             | 1944 - St. James Canadians    | 1970 - Dauphin Kings        | 1996 - St. James Canadians  |
| 1921 - Winnipeg Falcons                    | 1945 - Winnipeg Monarchs      | 1971 - St. Boniface Saints  | 1997 - St. James Canadians  |
| 1922 - Varsity University of Manitoba      | 1946 - Winnipeg Monarchs      | 1972 - Dauphin Kings        | 1998 - Winkler Flyers       |
| 1923 - Varsity University of Manitoba      | 1947 - Brandon Elks           | 1973 - Portage Terriers     | 1999 - OCN Blizzard         |
| 1924 - Winnipeg Tammay Tigers              | 1948 - Winnipeg Monarchs      | 1974 - Selkirk Steelers     | 2000 - OCN Blizzard         |
| 1925 - Varsity University of Manitoba      | 1949 - Brandon Wheat Kings    | 1975 - Selkirk Steelers     | 2001 - OCN Blizzard         |
| 1926 - Winnipeg Tammay Tigers              | 1950 - Brandon Wheat Kings    | 1976 - Selkirk Steelers     | 2002 - OCN Blizzard         |
| 1927 - Elmwood Millionaires                | 1951 - Winnipeg Monarchs      | 1977 - Dauphin Kings        | 2003 - OCN Blizzard         |
| 1928 - Elmwood Millionaires                | 1952 - Winnipeg Monarchs      | 1978 - Kildonan North Stars | 2004 - Selkirk Steelers     |
| 1929 - Elmwood Millionaires                | 1953 - St. Boniface Canadiens | 1979 - Selkirk Steelers     | 2005 - Portage Terriers     |
| 1930 - Elmwood Millionaires                | 1954 - St. Boniface Canadiens | 1980 - Selkirk Steelers     | 2006 - Winnipeg South Blues |
| 1931 - Elmwood Millionaires                | 1955 - Winnipeg Monarchs      | 1981 - St. Boniface Saints  | 2007 - Selkirk Steelers     |
| 1932 - Winnipeg Monarchs                   | 1956 - St. Boniface Canadiens | 1982 - Fort Garry Blues     | 2008 - Portage Terriers     |
| 1933 - Brandon Native Sons                 | 1957 - Winnipeg Monarchs      | 1983 - Dauphin Kings        | 2009 - Portage Terriers     |
| 1934 - Kenora Thistles                     | 1958 - St. Boniface Canadiens | 1984 - Selkirk Steelers     | 2010 - Dauphin Kings        |
| 1935 - Winnipeg Monarchs                   | 1959 - Winnipeg Braves        | 1985 - Selkirk Steelers     | 2011 - Portage Terriers     |
| 1936 - Elmwood Maple Leafs                 | 1960 - Brandon Wheat Kings    | 1986 - Winnipeg South Blues | 2012 - Portage Terriers     |
| 1937 - Winnipeg Monarchs                   | 1961 - Winnipeg Rangers       | 1987 - Selkirk Steelers     | 2013 - Steinbach Pistons    |
| 1938 - St. Boniface Seals                  | 1962 - Brandon Wheat Kings    | 1988 - Winnipeg South Blues | 2014 - Winnipeg Blues       |
| 1940 - Kenora Thistles                     | 1963 - Brandon Wheat Kings    | 1989 - Winnipeg South Blues | 2015 - Portage Terriers     |
| 1941 - Winnipeg Rangers                    | 1964 - Brandon Wheat Kings    | 1990 - Portage Terriers     | 2016 - Portage Terriers     |
| 1942 - Portage Terriers                    | 1965 - Winnipeg Braves        | 1991 - Winkler Flyers       | 2017 - Portage Terriers     |
|  | 1966 - Winnipeg Rangers       | 1992 - Winkler Flyers       | 2018 - Steinbach Pistons    |
|  | 1967 - Flin Flon Bombers      | 1993 - Dauphin Kings        |                             |
|  | 1968 - St. James Canadians    | 1994 - St. Boniface Saints  |                             |

# NEEPAWA NATIVES CELEBRATE 30TH SEASON

The Neepawa Natives are celebrating 30 years of MJHL hockey in Neepawa and are proud of the achievements of the past and promise for the future. "Everyone in the organization is excited entering our 30th season and our goal is to continue to be a competitive team and move players on to post-secondary hockey programs and professional leagues," said Dustin Howden, Head Coach. "We have graduated over 90 players who have gone on to further their hockey careers and a fact we're very proud of."



"On behalf of the entire Natives organization, we thank community of Neepawa and surrounding area, MJHL and local team sponsors, volunteers and our dedicated fans," added Howden. "We appreciate the support so very much these 30 years could not have been possible without it."

There's no doubt the Yellowhead Centre in Neepawa is the place to be this hockey season. ■

For the 30th season, the Natives will have a different look as they take the ice. The usual red, white, and black will be turned to silver, white, and black – a nod to the colours worn in their inaugural season.



# JUNIOR 'A' HOCKEY PRIDE & TRADITION

The Manitoba Junior Hockey League (MJHL) is one of 10 Junior 'A' Hockey leagues in Canada and is a member of the Canadian Junior Hockey League (CJHL). The MJHL is one of Canada's oldest Junior 'A' leagues and the league championship trophy was first awarded in 1919. For 99 years, hockey fans in Manitoba have enjoyed great Junior hockey action and have watched hundreds of their favourite young players reach collegiate and professional levels – including the NHL.

The 11-team MJHL uses a balanced schedule format – each team playing each other six times for a 60-game regular season. The playoff structure is traditional with the top eight teams in the standings earning a spot in the playoffs. Each round of the playoffs is an elimination tournament consisting of three rounds of best of-seven series. Prior to each playoff series the eligible playoff teams are seeded from highest to lowest based upon regular season standings with the higher seeded team receiving home-ice advantage. The winner of



the final series becomes the MJHL champion and is presented with the Turnbull Trophy.

The champions of the MJHL and Saskatchewan Junior Hockey League will meet in the ANAVET Cup with the winner advancing to the Canadian championship finals May 11-19, 2019 in Brooks, Alberta.

The MJHL is a tough, competitively balanced league. This has created some tremendous playoff series to the delight of MJHL fans throughout the province.

The MJHL's mission statement is: 'To provide each player with an elite hockey development experience with a strong emphasis on education and citizenship. To deliver exciting Junior 'A' hockey action to fans throughout the province and enhance Manitoba communities in the spirit of sports excellence and goodwill. The league provides great opportunities for young men who are interested in developing as hockey players while pursuing educational and hockey dreams.'

[mjhlhockey.ca](http://mjhlhockey.ca) ■



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# RURAL MANITOBA REACH: ADVERTISERS BENEFIT FROM MJHL DIGITAL SIGN NETWORK

The *MJHL Digital Sign Network* is entering its sixth season delivering outstanding reach and frequency to the rural MJHL audience. Each of the league's 11 team arenas are equipped with a high resolution digital LED sign – 18' wide x 3.31' high – in highly visible locations. The digital LED signs offer full video and full animation for advertising messages. Savvy and cost-conscious advertisers such as RBC, Manitoba Hydro, Subway, Chevrolet, IBAM and Viterra – just to name a few – are choosing the MJHL Digital Sign Network for its effective rural audience reach.



The MJHL Digital Sign Network has the potential to reach 2.4 million arena visitors/users annually. "Ad agencies and media buyers have given the MJHL Digital Sign Network a 'thumbs-up' for rural Manitoba reach," said Kennerd. "Reaching a broad rural Manitoba audience is a challenge for advertisers and the MJHL Digital Sign Network provides an affordable solution."

The MJHL's Director of Corporate Partnership Services, Trevor Kennerd, says the MJHL Digital Sign Network is unique in Manitoba. "The MJHL Digital Sign Network is a cost-effective way to reach a Manitoba-wide audience with time-sensitive messaging," said Kennerd. "Each digital ad runs for 10 seconds and rotates through the cycle frequently – 192 plays per day – providing solid advertising impact and retention."

Kim Davis, MJHL Commissioner, adds the digital sign concept is tried and true. "We made a significant investment in the digital LED sign network and the response from our league partners and advertisers is very positive," said Davis.

Advertising revenue from the digital signs is distributed amongst all MJHL teams to support local hockey programs in addition to building the MJHL Scholarship Fund.

For media rates and information, visit: [mjhlhockey.ca](http://mjhlhockey.ca) ■



# MJHL DIRECTORY

## MJHL ADMINISTRATION

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## VIRDEN OIL CAPITALS

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## WINKLER FLYERS

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# THE MJHL SALUTES OUR *VALUED PARTNERS*

## Official Partners



## Major Partners



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## Supporting Partners





## The best way to support a community is to be a part of it.

At the heart of every community, you'll find people who are passionate about building a better future for us all. We are inspired by the players of the Manitoba Junior Hockey League and their continuous efforts to make a difference in our community. Through the RBC & MJHL Community Ambassador team, we are proud to recognize the athletes making a positive impact and we are helping them give back with a \$1,000 donation to their community.



To learn more about the RBC & MJHL Community Ambassador team, please visit [www.mjhlhockey.ca](http://www.mjhlhockey.ca).

Let's Make Someday Happen™

