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## TIMBER MART BUILDS NEW ALLIANCE WITH CANADIAN FOOTBALL LEAGUE, BECOMES OFFICIAL HOME IMPROVEMENT PARTNER

*Partnership to Yield National Exposure Opportunities for TIMBER MART Members*

VAUGHAN, ON, July 24, 2017 – TIMBER MART has joined forces with the Canadian Football League (CFL) as the official home improvement partner.

The three-year partnership will yield national exposure both online and in-stadium for TIMBER MART members across multiple sports media outlets and CFL broadcast at post-season games, including the Grey Cup championship game.

“Our partnership with the CFL will provide our members with the opportunity to leverage exposure of the TIMBER MART banner to increase their local brand awareness,” says **Jon Irwin**, TIMBER MART vice-president of member services. **“We are excited to be officially partnered with the CFL and look forward to a mutually beneficial partnership for years to come.”**

“We’re excited to be working alongside a strong Canadian brand like TIMBER MART,” says **Tyler Mazereeuw**, CFL vice-president of corporate **partnerships**. “The innovative and entrepreneurial spirit that makes up both our organizations is reflected in our fans across the country, and we know this partnership will build great things to serve those fans.”

The 2017 CFL season is entering its fifth week of exciting games, [all available in Canada on TSN and RDS and SiriusXM radio](#). **Tickets for this year’s 105<sup>th</sup> Grey Cup** presented by Shaw in Ottawa on November 25<sup>th</sup> are [nearing a sellout](#).

**Canada’s largest single-day sporting event, the Grey Cup presented by Shaw is also one of the country’s biggest celebrations and most cherished traditions. Last year’s 104<sup>th</sup> Grey Cup** presented by Shaw, was one of **the country’s** biggest televised events with 10 million unique viewers, tuning in to TSN and RDS **last year’s** thrilling overtime game.

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About TIMBER MART

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Founded in 1967, TIMBER MART is the largest national member-owned buying group in Canada for the true independent entrepreneur. With hundreds of independent building-material and hardware retailers, commercial dealers and manufacturers located in every province across the country, TIMBER MART provides its extensive dealer network with a menu of competitive buying programs, comprehensive marketing services and personalized support to drive independent business success. For more information, visit [www.timbermart.ca](http://www.timbermart.ca) and [www.timbermartmember.ca](http://www.timbermartmember.ca).

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