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TIMBER MART RENEWS PARTNERSHIP WITH HOCKEY CANADA THROUGH 2022
Building-material and hardware buying group extends agreement with hockey's governing body

VAUGHAN, ON, March 2, 2018 – TIMBER MART has renewed its agreement with Hockey Canada as an International Partner through 2022, retaining marketing and activation rights to the organization's national championships, and select IIHF events on Canadian ice and around the world.

Hockey Canada and TIMBER MART first struck a partnership in 2010, and at the IIHF World Junior Championship hosted in Toronto and Montreal, the building-material and hardware buying group launched its [Sharp Shooter/FanPhoto contest](#) to engage Canadians online and encourage them to show what hockey means to them through photos. TIMBER MART has brought different activations to Hockey Canada's national championships, from the Esso Cup and TELUS Cup, to the World Junior A Challenge.

"Through our ongoing partnership with Hockey Canada, we will continue to offer Canadians numerous occasions to engage with the sport of hockey – and our members across Canada, with opportunities to leverage exposure of the TIMBER MART banner to increase their local brand awareness," said Jon Irwin, vice-president of member services for TIMBER MART. "We're pleased to renew our partnership and look forward to another four years of exciting activities and contests both in-game and at store level."

Under the renewal, TIMBER MART will retain its status as an [International Partner](#) for four more years and will engage many of its vendor partners in its Hockey Canada promotions to deliver the best possible fan experience for its customers.

"It is through the support of partners such as TIMBER MART that Hockey Canada can continue its work to grow Canada's game – from the grassroots level through to our national teams," said Mike Ross, chief business development officer for Hockey Canada. "We're looking forward to another four years of partnering with TIMBER MART and executing on engaging in-game activations that have become fan-favourites at events hosted across the country."

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About TIMBER MART

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 and www.timbermartmember.ca.

About Hockey Canada

Hockey Canada is the governing body for hockey in Canada and a member of the International Ice Hockey Federation (IIHF), with a membership through its 13 member associations of over 700,000 players, coaches and officials. Hockey Canada is a not-for-profit organization that creates leading-edge hockey development programs for its members to deliver in communities across Canada; provides consistent rules and regulations and various other membership services from coast to coast to coast; manages numerous regional, national, and international hockey championships and events; and leads the operation of all teams that represent Canada in international ice hockey competition. Hockey Canada's mission is to "lead, develop, and promote positive hockey experiences." For more information on Hockey Canada, please visit HockeyCanada.ca or follow through social media on [Facebook](#) and [Twitter](#).

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