

## Bolton business partners with professional hockey league

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A Bolton business has inked a deal with a major professional hockey league.

Sports Marketing Allstars, a subsidiary of We Are Creative, has teamed up with the Canadian Women's Hockey League Players' Association (CWHL) to grow their public image.

"I have been working closely with the Markham Thunder over the past few seasons," said Steve Conforti, president of Sports Marketing Allstars (SMA), in a news release.

"These women are passionate, skilled, hardworking, professional hockey players. The only difference between the women and the men is that the women don't get the same exposure or the money that the men do. My goal is to help empower them and provide them with the resources to turn themselves into all-stars off the ice, too."

CWHL players have no time to consider their own personal branding with practices, games, road trips, coaching families and much more, according to the release.

The partnership with Sports Marketing Allstars offers the players of the CWHL a trusted resource for logo design, web development, print and apparel, social media and event planning.

SMA works with athletes and teams to help them create and develop their own brand through the use of various medias, including print, web, social media, apparel, promotions and events.

SMA has worked with the Toronto Argonauts and players from distinct sports organizations, across the country.

"It's such an exciting opportunity for our players. They give so much to their communities and this is the best way to keep up with the growing demand for their presence in the hockey world and beyond," Liz Knox, co-chair of the CWHLPA.

The CWHLP is made up of volunteer representatives from each of the five north American teams in the Canadian Women's Hockey League (CWHLP) ? Calgary, Markham, Montreal, Toronto and Worcester; as well as the China-based Shenzhen KRS Vanke Rays.