

Caledon Minor Hockey Association winner in Esso Score Big contest

Luck has been smiling on Caledon Minor Hockey, as the association was named one of three winners of the Esso Medals Score Big Contest.

The association was one of three chosen from more than 15,000 entries to be presented with \$10,000. An additional \$1,000 donation is to be equally distributed to all teams in the association.

"It is such a large amount, and rarely does a windfall like this come along, so we want to ensure something truly special and out of the ordinary is done with it," said Caledon Minor Hockey Vice-President Leann Presley. "We do not want to spend it on recurring expenses, something for which we budget money each season, such as purchasing house league goalie gear."

She said that instead, the money will go toward a scholarship program for players who have exhibited good citizenship, as well as dedication to the sport and their team.

Eric Dobrowolsky, Esso grassroots hockey co-ordinator, said the program was started about 4 years ago, to mark the 30th anniversary of Esso Medals of Achievement.

Jeff Graham, a territory manager with Imperial Oil, said the medals have been recognizing young hockey players across Canada since 1981, helping them achieve their best through hard work and dedication. He added some of today's hockey heroes were medal recipients in their day.

"On behalf of Imperial Oil, I would like to thank all the teams that registered for the Esso Medals Score Big contest this year and congratulate the winners of the \$10,000 Grand Prize," said Scott Neufeld, marketing strategic and sponsorship advisor with Imperial Oil. "The Esso brand has been a proud sponsor of hockey in Canada since 1936 and has been committed to supporting grassroots hockey for over 30 years. We look forward to continuing that support into the future."

"We've been making great use of your medals and certificates of achievement for a number of years now," Presley said.



Representatives of Caledon Minor Hockey were on hand recently to accept the cheque for winning the Esso Medals Score Big Contest. Photo by Bill Rea