

Kraft Hockeyville nominations now open

It's the moment hockey lovers have been waiting for: Kraft Hockeyville has opened its nomination period with even more prizing opportunities.

With many local rinks across Canada in need of repair and upgrades, Kraft Hockeyville is giving communities the opportunity to breathe new life into their rinks, keeping them open for many more years to come. The nomination period runs until Feb. 9 at www.krafthockeyville.ca

Kraft Hockeyville is back and bigger than ever, with a total of \$1 million in prizing to 16 different communities across Canada, commented Jack Hewitt, vice-president of marketing insight and services with Kraft Canada. "We're excited to give Canadian communities more opportunities to win vital upgrades for their rink; upgrades they may not otherwise have the resources for."

Kraft Hockeyville 2014, in partnership with Christie, the National Hockey League, the National Hockey League Players' Association (NHLPA) and CBC, is awarding a \$1 million in prizing, including one grand prize of \$100,000 in arena upgrades, a visit from CBC and the opportunity to host an NHL pre-season game in the local community; one prize of \$100,000 in arena upgrades; two prizes of \$50,000 each in arena upgrades for third and fourth place; 12 prizes of \$25,000 each in arena upgrades.

Adding to the excitement, Kraft Canada has enlisted five Kraft Hockeyville Ambassadors, all NHL players, who know the value of community rinks. They're on board to help spread the word and ignite the passion of Canada's hockey communities to nominate themselves. The Kraft Hockeyville 2014 Ambassadors are Ryan Nugent-Hopkins, centre; Scott Hartnell, left wing; Nathan MacKinnon, centre; David Clarkson, right wing; and Daniel Briere, centre.

The Top 16 communities chosen to compete for Kraft Hockeyville 2014 will be revealed on CBC's Hockey Night in Canada March 8. From there, it's game-on as eight communities from the east take on eight from the west in the ultimate Kraft Hockeyville showdown. There are three exciting voting rounds throughout March, leading to the grand prize Kraft Hockeyville winner announcement April 5.

To learn more about how to nominate your own community and for the full official rules, visit KraftHockeyville.ca

There is more information on Facebook ([Facebook.com/KraftHockeyville](http://www.Facebook.com/KraftHockeyville) <<http://www.Facebook.com/KraftHockeyville>>) and Twitter (@hockeyville <<http://www.twitter.com/hockeyville>>)