

**Announcement**

**CHEVROLET HOMETOWN HOCKEY**

**ON ROGERS TELEVISION**

**December 27 – January 4**

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**December 20, 2007 (OTTAWA, ON)** – Coverage of the World Under-17 Hockey Challenge anchors this year's *Chevrolet Hometown Hockey on Rogers Television* broadcast. From **December 27 to January 4** - all day, every day - hockey-hungry fans of all ages can tune in to Rogers Television 22 for a full line-up of exciting tournaments, action-packed OHL games and skills development tips.

Highlights from this year's *Chevrolet Hometown Hockey on Rogers Television* broadcast schedule include:

- The next generation of great hockey players taking part in the **2008 World Under-17 Hockey Challenge**, live from the John Labatt Centre (JLC) in London, ON
- *Inside Chevrolet Hometown Hockey*, the anchor desk broadcast live on location 4 times daily
- The **2007 Toronto Marlboros International Holiday Classic**, featuring draft eligible and talented up and coming players. Catch local Minor Midget AAA teams the *Ottawa Senators* and the *Upper Canada Cyclones*:

Friday, December 28 at 2:00PM – Brantford 99ers vs *Upper Canada Cyclones*

Friday, December 28 at 11:30PM – Pittsburgh Jr Penguins vs *Ottawa Senators*

- The **2007 Georgina Regional AE Silver Stick Qualifier**

**Local hockey continues in Ottawa with the following programs:**

Coverage of local AAA action:

Friday, January 4 at 6:00AM    Minor Bantam Ottawa Senators vs Ottawa Valley Titans

Friday, January 4 at 5:30PM    Minor Midget Ottawa Senators vs Eastern Ontario Wild

Ottawa 67's fans can catch the following games and documentaries:

Friday, December 28 at 7:30PM Belleville Bulls vs Ottawa 67's

Saturday, December 29 at 7:00PM Ottawa 67's vs Peterborough Petes

Sunday, December 30 at 2:00PM Erie Otters vs Ottawa 67's

Friday, January 4 at 7:30PM Brampton Battalion vs Ottawa 67's

*Barberpole Brotherhood: 40 Great Moments in Ottawa 67's History*

A look back at 40 great moments in the history of one of Canada's most venerable junior hockey teams, the Ottawa 67's. Hall of Famers Denis Potvin and Brian Kilrea, as well as past stars Bobby Smith, Jim Fox, Brian Campbell, Brad Shaw and others, relive their days with a franchise that has won over 1,500 games, 12 division titles, three OHL championships, and two Memorial Cups. Thursday, December 27 at 10:00AM, with encore presentation at 7:30PM.

*Brian Kilrea: The Life, The Legend*

This documentary chronicles Kilrea's experiences, from boyhood through to his incredible accomplishments as a hockey coach. It was produced in anticipation of Kilrea reaching his 1000th career victory on March 10, 2003, a feat which made him the winningest coach in the history of junior hockey. Packed with intriguing stories, rare photos, anecdotes, and testimonials from former players, colleagues and friends, the program paints a compelling picture of a man whose passion and commitment to the game, have enabled him to reach unprecedented heights. Thursday, December 27 at 11:30AM.

Visit [www.rogerstelevision.com/chevrolet hometownhockey](http://www.rogerstelevision.com/chevrolet hometownhockey) for full broadcast schedule.

Rogers Television Vice-President Colette Watson says the coverage has become an annual tradition with a passionate, loyal following. "There are close to a half a million children playing minor hockey in Canada. With Canadians' huge interest in minor hockey at the grassroots level, *Chevrolet Hometown Hockey on Rogers Television* really connects with this community."

This year, Rogers Television is pleased to welcome Chevrolet as the title sponsor. Jim Scott, Advertising Manager at Chevrolet says the association with Rogers Television's hockey coverage is a great fit for the company. "Chevrolet has a long-standing commitment to minor hockey in Canada. Rogers Television's coverage of minor hockey shines a spotlight on talented young players and recognizes all those involved in developing and improving the game. Chevrolet is proud to bring this hockey coverage to Canadians," explains Scott.

Rogers Television's partnership with the Ontario Minor Hockey Association (OMHA) returns this year. The OMHA, the world's largest minor hockey association, further enhances Rogers Television's coverage thanks to additional content and promotional support. Five new *OMHA Hometown Hockey Tips* will premiere this year, providing expert skills development strategies.

Rogers Television is a one of a kind TV channel tailor-made for local audiences. Every year, the stations produce over 15,000 hours of original, informative local programming, reinforcing Rogers Cable's commitment to the communities they serve. Rogers Television is a service available exclusively to cable customers as part of the basic service of Rogers Cable Communications Inc., Canada's largest cable company, delivering high quality entertainment, information and communication services to 2.2 million customers in Ontario, New Brunswick and Newfoundland.

Rogers Television 22 serves the Ottawa community. For more information, visit [rogerstelevision.com](http://rogerstelevision.com)