



# ROYAL ROUTE

Official Newsletter  
2007 RBC Royal Bank Cup



**Edition # 2 – November 2006**

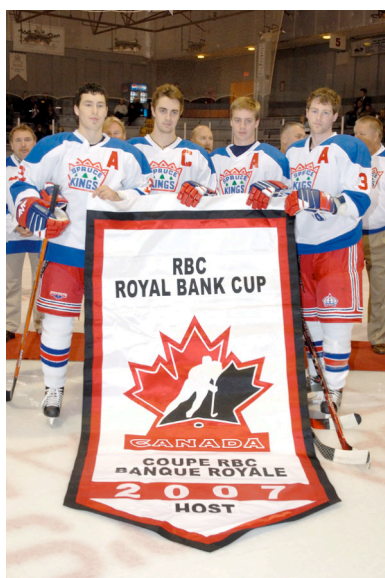
## THE CLOCK IS TICKING!

What began nearly a decade ago as a dream will become a reality in less than seven months when Prince George *Welcomes the Nation* as host of the 2007 RBC Royal Bank Cup, the National Junior A Hockey Championship. To celebrate that fact, and welcome the hockey fans of Prince George along for the ride, Hockey Canada and other hockey officials visited Prince George in early October to officially begin the Countdown to the Cup.

Among the events that were held was a media luncheon with Guest Speaker Al Matthews, Past Chair of Hockey Canada and the Pre-Game Party on Patricia. That event featured a visit from Darcy Rota as well as a banner presentation to the Kings as Host team of the national championship.

“This is the 36th year for the tournament (named the Centennial Cup prior to 1996),” said Kevin Webster, Hockey Canada’s Manager of National Events. “The host committee has done a phenomenal job to date, and are anxious to share this event with all the sports and hockey fans in BC’s Northern Capital.”

“It was a special night for us,” said Dan Rogers, co-chair. “We know that the people of the city and region are going to be incredible hosts.”



## JUST ONE OF OUR COMMITTEED VOLUNTEERS

**VP Special Events Mike Meehan**

Mike Meehan joined the organizing committee this past spring and took over the Special Events portion of the tournament that includes everything from the Fan-Fest to the Castle Cabaret. His dynamic team is also responsible for fund raising, which includes a Dance scheduled for March as well as the Friends of the Cup Golf tournament that will be held on Friday May 11. If you’re interested in participating in this event you should contact Mike early, as spaces will be limited.

## Host Committee looking for volunteers who enjoy a challenge!

We are looking for a few more volunteers to help in the organization and preparation leading up to the National Championship.

From organizing ceremonies to helping coordinator some of the special events, we need your help!

If you would like to help out over the next few months contact our Director of Volunteers, Heather Carter at [pgysa@telus.com](mailto:pgysa@telus.com) or check out the application form on our website at [www.hockeycanada.ca](http://www.hockeycanada.ca)

**WELCOME THE  
NATION**

## **BEST Seats GOING, GOING....** **Two early-bird options available**

There is nothing that can compare to Hockey in May! Join us as we Welcome the Nation for the 2007 RBC Royal Bank Cup. Your ticket to this once-in-a-lifetime event is now available through the Ticketmaster at [www.ticketmaster.ca](http://www.ticketmaster.ca) or through the outlet at CN Centre, or charge by phone 614-9100.

### **# 1 - The VIP Club Seat Package:**

- *The ultimate ticket package for the discerning hockey fan. (Only 250 available)*

- ⌚ Reserved seat for ALL 13 games including **NATIONALLY** televised final!
- ⌚ Commemorative package with **YOUR** name on each ticket.
- ⌚ Ticket to the National **AWARDS** Banquet
- ⌚ **PREFERRED** parking for all events at CN Centre (one/ pair of tickets).
- ⌚ Access to Fan Fest
- ⌚ Access to **EXCLUSIVE** VIP Ice Lounge. (Must be 19 yrs of age)
- ⌚ Access to the Castle **CABARET**. (Must be 19)

The value is over \$ 560.00

**Buy now for just: \$ 385.00**  
**SAVE \$ 175.00**

### **# 2 - Advance Tournament Package**

- *Guarantees you great seats at a discount.*

- ⌚ Reserve seating of your choice for all thirteen games.
- ⌚ Commemorative package with your name on each ticket.
- ⌚ Access to the Fan Fest and Castle Cabaret.
- ⌚ Access to the Awards Reception.

The Value is over \$215.00

**Buy before Jan. 1/07 for just \$ 160.00**  
**SAVE: \$ 55.00**

**WATCH** for our Rookie Package and other ticket promotions coming soon (Round Robin Games only). No individual games tickets will be available for purchase prior to the tournament.

## **SIGN OF THE TIMES**



Highway Billboard on Highway 16 East Near Yellowhead Bridge Promotes National Championship

## **QUESTION OF THE WEEK...**

**Q.** I pre-ordered tickets and pre-paid. When will I receive these?

**A.** First of all – THANKS for helping us welcome the Nation! Your customized commemorative ticket package with your name on each ticket will be ready for pickup in March 2007. This will allow us to print all pre-ordered tickets at the same time.

**TO SUBMIT A QUESTION OF THE WEEK**  
*Email us at [RBC2007@sprucekings.bc.ca](mailto:RBC2007@sprucekings.bc.ca)*

**SIGN UP FOR OUR E-Newsletter** and will keep you up to date on all our plans, contests, and special promotions available to our Royal Route subscribers. We also want to hear your feedback, questions and suggestions. Simply email us at [rbc2007@sprucekings.bc.ca](mailto:rbc2007@sprucekings.bc.ca)

## **BOOST FROM CORPORATE COMMUNITY**

The 2007 RBC Royal Bank Cup welcomed three new sponsors who have joined the effort to 'Welcome the Nation'. LTN Contracting and Gary Young Agencies have joined forces to become a Platinum sponsor for the event, while Canada Post has joined as a Bronze-level sponsor. The support of the three new additions



# 2007 RBC ROYAL BANK CUP

**THE dedicated and talented VOLUNTEERS** that are making this event happen...

Volunteers Directors	- Heather Carter / Lyn Hall
Media Relations Director	- Linda Glover
Web Communications Director	- Ron Gallo
Sales & Sponsorships Director	- Kelly Sharp
Sponsorship Fulfillment Director	- Debbie Lucci / Sue Hanson
Directors of Group Ticket Sales	- Darlene Wagner / Marta De Sousa

## **Our Proud Partners**

Please thank & recognize them for their fantastic community spirit – they are putting action to their words!



# 2007 RBC ROYAL BANK CUP

For more information on the  
**RBC Royal Bank Cup** check  
out our website at:  
[www.hockeycanada.ca](http://www.hockeycanada.ca)  
or email us at [rbc2007@sprucekings.bc.ca](mailto:rbc2007@sprucekings.bc.ca)



## OUR VISION

The 2007 RBC Royal Bank Cup will be known as the BEST EVER.  
It will be an unforgettable experience for players, officials and fans and will be the model to follow  
for future championships.

