



Canadian Ball Hockey Association

56 Pennsylvania Ave., unit 5, Concord, ON, L4K 3V9

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SENT VIA EMAIL

February 16, 2009

Attn: All CBHA Provincial Reps

Re: CBC's Hockey Night in Canada Presents Play On!

We are pleased to announce that we have reached an agreement with the promoters of CBC's Hockey Night in Canada Presents Play On! to build a long-term relationship in the marketing of our sport and the development of their outdoor 4-on-4 (goalie included) nation-wide championship series.

CBC's Hockey Night in Canada Presents Play On! is currently proposed to include twelve events across Canada in the summer of 2009. With sponsors such as CBC's Hockey Night in Canada, the NHL Players' Association, and The Hockey News magazine, we are certainly aligning ourselves with a significant property.

The CBHA is not required to make any financial contributions to CBC's Hockey Night in Canada Presents Play On! or their events. Our contribution shall be by way of promoting these events with maximum effort. In return the CBHA will be recognized as a Participating Partner in the national program.

We trust that all will see the important opportunity that will arise from this strategic partnership, which in the very near future is expected to include other best in class hockey and corporate partners.

In the mean time, as we develop and expand on the details of the program, we request that all provincial associations and member leagues cooperate fully with their regional CBC's Hockey Night in Canada Presents Play On! event organizers to promote to our member players and lend assistance whenever possible with officials, volunteers, etc.

Yours in sport,

Domenic Di Gironimo
President