



For immediate release

REEBOK-CCM HOCKEY JOINS ROAD HOCKEY TO CONQUER CANCER TEAM!

(May 24, 2011; Toronto) Road Hockey to Conquer Cancer, The Princess Margaret Hospital Foundation's epic new fundraising event, is pleased to announce that Reebok-CCM Hockey has joined the team in the capacity of official hockey equipment supplier.

Under two of the most recognizable brands in hockey, Reebok-CCM is the world's largest head-to-toe hockey equipment supplier. Reebok-CCM is dedicated to providing athletes of all description, from professional to amateur, innovative hockey products to maximize performance both on and off the ice.

Road Hockey to Conquer Cancer is a Dawn-to-Dusk event to be held at Toronto's Ontario Place on Saturday, October 1, 2011. Funds raised through this event will be directed to critical cancer research at The Campbell Family Cancer Research Institute at The Princess Margaret, one of the top 5 cancer research centres in the world. On Game Day, each Road Hockey to Conquer Cancer team of 8 to 10 players 16 years of age or older will play a minimum of 5 games of road hockey, and when not playing, will enjoy food, beverages, live music, interactive games and more.

"Reebok-CCM Hockey is as closely identified with hockey as any brand in existence, and we are thrilled to partner with the industry leader," stated Shawn Burt, Chief Hockey Officer at PMHF. "Not only will Reebok-CCM's products be a key component of the event day experience for our players, but we are incredibly excited about their innovative activation ideas that clearly demonstrate their passion for the cause."

Marc-André Charron, Marketing Director for Reebok Hockey, commented, "When Reebok was introduced to the concept of Road Hockey to Conquer Cancer, we agreed

that this special tournament aligns with our own corporate values. Reebok celebrates the courage it takes to forge one's own path to greatness, and Road Hockey to Conquer Cancer is accomplishing that in raising funds for cancer research at Princess Margaret Hospital. We are proud to be partnering with The Princess Margaret Hospital Foundation for Road Hockey to Conquer Cancer."

75 percent of team slots have now been filled. Don't miss the cut – register for Road Hockey to Conquer Cancer NOW! To register with a team or as an individual, or if you'd like more information, visit www.TeamUpToConquerCancer.ca. Interested participants may also call 1-877-541-I'M IN (4646).

ROAD HOCKEY TO CONQUER CANCER

Register now!

For information, contact
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About Princess Margaret Hospital

Princess Margaret Hospital and its research arm, the Ontario Cancer Institute, which now includes The Campbell Family Cancer Research Institute and The Campbell Family Breast Cancer Research Institute, have achieved an international reputation as one of the top 5 cancer research centres in the world. Princess Margaret Hospital is a member of University Health Network, which also includes Toronto General Hospital and Toronto Western Hospital. All three are research hospitals affiliated with the University of Toronto. More information about UHN can be found at www.uhn.ca.

About The Princess Margaret Hospital Foundation

The Princess Margaret Hospital Foundation at University Health Network raises funds for breakthrough research, exemplary teaching and compassionate care at Princess Margaret Hospital and its research arm, the Ontario Cancer Institute, which now includes The Campbell Family Cancer Research Institute and The Campbell Family Breast Cancer Research Institute. More information about the Foundation can be found at www.pmf.ca.

About Reebok-CCM Hockey

Reebok-CCM Hockey, a subsidiary of the adidas Group, is headquartered in Montreal. With operations in Canada, the United States and Europe, the company is the world's largest designer, manufacturer and marketer of hockey equipment and related apparel under two of the most recognized hockey brand names: Reebok Hockey and CCM Hockey. Reebok-CCM Hockey equips more professional hockey players than any other company, including superstars like Sidney Crosby and Alexander Ovechkin. Reebok-CCM Hockey is the official outfitter of the National Hockey League, the American Hockey League, the Canadian Hockey League, the ECHL and several NCAA and national teams.