

FOR IMMEDIATE RELEASE:
May 15, 2009

BLUENOSE LEAGUE

Contacts: Stephen Antle
(902) 425-3980

FLORIDA PANTHERS COMMIT TO THREE YEARS IN THE MARITIMES

The Bluenose League has signed a three year pre-season hosting agreement with the Florida Panthers of the National Hockey League. The agreement includes the Panthers full training camp in Port Hawkesbury for September 2009 and a pre-season exhibition game against the Ottawa Senators at the Halifax Metro Centre on September 15th. The Bluenose League was created by MacDonnell Cultural Productions with a mission to position the Maritimes as the home of NHL pre-season hockey. Florida Panthers General Manager, Jacques Martin and Bluenose League President Ralston MacDonnell made the announcement public at a press conference this afternoon in Halifax.

MacDonnell referenced the mission of the league saying, "it will create a sustainable platform that provides a turnkey solution for supporting NHL teams seeking a focused and friendly atmosphere for the players to prepare for the season ahead."

Panthers GM Jacques Martin highlighted the opportunity to bring his team to Port Hawkesbury by saying, "This is an ideal situation because it gives our team the chance to train at a great facility and allows our players the opportunity to bond together early in training camp. At the same time, it will provide the residents of Port Hawkesbury and Halifax the chance to see NHL hockey in their hometown setting."

The training camp is scheduled for September 12-16, 2009. Port Hawkesbury will welcome the combined group of over 50 people including players, coaches, trainers, team management, officials and the Florida sports media. Daily training sessions and inter-squad matches will be accessible to the public during the training camp. A schedule of public appearances and community outreach activities will be announced later.

Port Hawkesbury Mayor, Billy Joe MacLean said, "The town and our Civic Centre are perfectly aligned with the mandate of the Bluenose leagues' pre-season NHL training camps." Adding that, "residents are excited with the prospect of seeing world class athletes in a hometown setting."

FLORIDA PANTHERS VS. OTTAWA SENATORS

The puck will drop with the Ottawa Senators at the Halifax Metro Centre on September 15th. Tickets go on sale shortly for the exhibition game at www.Ticketatlantic.com or by phone at the Ticket Atlantic box office at (902) 451-1221.



Trade Centre Limited's Interim President & CEO, Scott Ferguson, spoke about the significance of hosting NHL exhibition games in the region. "This will be the only opportunity for Nova Scotians to catch NHL caliber play east of Montreal in 2009—not only that, it's also a great opportunity for both Port Hawkesbury and Halifax," said Mr. Ferguson. "This is a great example of how attracting and hosting major events should be done. By capitalizing on this multi-market opportunity for our province and making the most of it, we now have two communities enjoying the many significant benefits of this great event."

This will be the sixth time the Ottawa Senators have played pre season hockey in Halifax and the President and Chief Executive Officer of the Ottawa Senators, Roy Mlakar noted, "This game is an opportunity for our team to get back into a community that has been very supportive of the Senators."

Bluenose League has communicated their plans to all NHL teams and the League executive. Colin Campbell, Senior Vice President and Director of Hockey Operations for the National Hockey League had the following comment on the announcement;

"It's always good when Canadian fans in Eastern Canada can experience National Hockey League players playing, practicing or even enjoying leisurely moments in the Maritimes."

Bluenose has consulted with a number of communities throughout the region to assess hosting capacity. "There has been a great deal of interest throughout the maritime provinces", added Stephen Antle, Bluenose Program Manager. Community criteria for hosting NHL training camps is incumbent on readily available accommodations, access to arena and training facilities, ancillary recreational or nearby potential for day trips and excursions as well as, local appearances and integration with local schools and charities.



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Contacts: Justin Copertino
Matt Sacco
Dave Joseph
(954) 835-7712

FLORIDA PANTHERS TO OPEN 2009 TRAINING CAMP IN PORT HAWKESBURY, NOVA SCOTIA

Florida to Play First Pre-Season Game Against Ottawa on Tuesday, Sept. 15 in Halifax

SUNRISE, FL – The Florida Panthers announced today that they will open their 2009 training camp in Port Hawkesbury, Nova Scotia on Saturday, Sept. 12 and will play their first preseason game against the Ottawa Senators at the Halifax Metro Centre on Tuesday, Sept. 15 at 7 p.m. ADT (6 p.m. EST).

Florida Panthers General Manager **Jacques Martin** and Bluenose League President Ralston MacDonnell made the announcement this afternoon in Halifax, which calls for the Panthers to open training camp in Nova Scotia for the next three years (2009, 2010, 2011.)

“We are excited about the opportunity to open our training camp in Port Hawkesbury and to play an exhibition game in Halifax,” said **Martin**. “This is an ideal situation because it gives our team the chance to train at a great facility and allows our players the opportunity to bond together early in training camp. At the same time, it will provide the residents of Port Hawkesbury and Halifax the chance to see NHL hockey in their hometown setting.”

Panthers players will report to training camp in South Florida for medical and fitness testing and arrive in Nova Scotia on Saturday, Sept. 12. The first day of on-ice training will take place on Sunday, Sept. 13, in Port Hawkesbury. A complete training camp schedule will be announced in the near future.

Florida’s training camp stay in Port Hawkesbury and the exhibition game in Halifax was made possible due to the combined efforts of the Panthers and the Bluenose League. The mission of the Bluenose League is to position the Maritimes as the home of NHL pre-season hockey. Bluenose League works with communities, teams, the NHL, major event venues, sponsors and other stakeholders to establish a viable sport hosting scenario that provides a unique entertainment and cultural experience in the region.

Panthers fans who are interested in attending the Panthers first pre-season game in Halifax can log onto www.Ticketatlantic.com or call the Ticket Atlantic box office at (902) 451-1221.

Sunrise Sports & Entertainment is the premier company of its kind in South Florida. Home to more than 200 events annually and the Florida Panthers Hockey Club, the BankAtlantic Center was a finalist for Arena of the Year in annual awards given by trade publication Pollstar. The BankAtlantic Center welcomes more than two million guests each year and is also the home of Sawgrass Live presented by BankAtlantic.

-WWW.FLORIDAPANTHERS.COM-





OTTAWA SENATORS HOCKEY CLUB/CLUB DE HOCKEY LES SÉNATEURS D'OTTAWA
1000 Promenade Palladium Drive, Ottawa, Ontario, K2V 1A5 Tel (613) 599-0250, Fax (613) 599-5562

NEWS RELEASE

Friday, May 15, 2009

FLORIDA PANTHERS TO HOST SENATORS IN HALIFAX PRE-SEASON GAME

OTTAWA – The Florida Panthers will play host to the Ottawa Senators in Halifax on Tuesday, Sept. 15, 7 p.m. at the Halifax Metro Centre. The game is being presented by the Bluenose League, a division of MacDonnell Cultural Productions. The group is positioning the Maritimes as the home of NHL pre-season rookie camps, main training camps and games.

The Senators look forward to their sixth pre-season game in Halifax and seventh game in Nova Scotia. “The Senators have always had a great response from our fans in Halifax,” said Roy Mlakar, president and chief executive officer of the Ottawa Senators and Scotiabank Place. “Halifax, Nova Scotia, and the Atlantic Canada region have been key components in our game broadcasts on Rogers Sportsnet.

“This game is an opportunity for our team to get back into a community that has been very supportive of the Senators,” added Mlakar.

The Senators open their 2009-10 training camp on Saturday, Sept. 12, at Scotiabank Place with medicals and fitness testing. The complete training camp and pre-season schedule will be announced at a later date.

The Senators last played at the Halifax Metro Centre on Sept. 24, 2006, edging the Toronto Maple Leafs 3-2. Ottawa then played the next day in Truro, N.S., against the Montreal Canadiens as part of the CBC/NHL Hockeyville game.

The Senators will look to improve on their 1-3-1 record in Halifax when they face the Panthers. In their first meeting in the Nova Scotia capital, Ottawa and Florida played to a 2-2 tie on Sept. 15, 2001.

For more information, please contact:

Brian Morris, Ottawa Senators, 613-599-0289

Stephen Antle, Bluenose League/MacDonnell Cultural Productions, 902-425-3980 ext. 258

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COMMUNIQUÉ

Vendredi 15 mai 2009

LES PANTHERS DE LA FLORIDE ACCUEILLERONT LES SENATEURS à HALIFAX POUR UN MATCH PRE-SAISON

OTTAWA – Les Panthers de la Floride accueilleront les Sénateurs d'Ottawa à Halifax le mardi 15 septembre à 19 h au Metro Centre d'Halifax. Le match est présenté par Bluenose League, une division de MacDonnell Cultural Productions. Le groupe positionne les Maritimes comme la demeure des camps des recrues pré-saison, des camps et des matches d'entraînement principaux de la LNH.

Les Sénateurs ont hâte de jouer leur sixième match de pré-saison à Halifax et leur septième match en Nouvelle-Écosse. «Les Sénateurs ont toujours eu un excellent accueil de nos partisans à Halifax, a dit Roy Mlakar, président et chef de la direction des Sénateurs d'Ottawa et de la Place Banque Scotia. Halifax, la Nouvelle-Écosse et la région des Maritimes sont des éléments importants dans la diffusion de nos matches à Rogers Sportsnet.

«Ce match est une occasion pour notre équipe de remettre à une collectivité qui a très bien soutenu les Sénateurs», a ajouté Mlakar.

Les Sénateurs entreprendront leur camp d'entraînement 2009-10 le samedi 12 septembre à la Place Banque Scotia avec les examens médicaux et les tests de conditionnement. L'horaire complet du camp d'entraînement et des matches pré-saison sera annoncé à une date ultérieure.

Les Sénateurs ont joué pour la dernière fois au Metro Centre d'Halifax le 24 septembre 2006 et ont défait les Maple Leafs de Toronto 3-2. Ottawa a ensuite joué le jour suivant à Truro, en N.-É., contre les Canadiens de Montréal dans le cadre du match Hockeyville CBC/LNH.

Les Sénateurs tenteront d'améliorer leur fiche de 1-3-1 à Halifax quand ils affronteront les Panthers. Dans leur premier duel dans la capitale de la Nouvelle-Écosse, Ottawa et la Floride, se sont livré un verdict nul de 2-2 le 15 septembre 2001.

Pour plus de renseignements, communiquez avec :

Brian Morris, Sénateurs d'Ottawa, 613-599-0289

Stephen Antle, Bluenose League/MacDonnell Cultural Productions, 902-425-3980 ext. 258

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