

It's hockey night in Kamloops?!

Tourism Kamloops and The City of Kamloops are excited to announce Kamloops will be a host city for Hometown Hockey in January 2018



For Immediate Release

November 3, 2017, Kamloops, British Columbia – Every Sunday on Sportsnet hockey fans tune in to Rogers Hometown Hockey to celebrate local hockey stories and the game's biggest stars. On January 14, 2018 Kamloops will play host to the national program and Kamloopsians will be the featured stars.

“This is a big deal for Kamloops. Our goal is to attract new visitors to Kamloops through the dynamic stories we get to tell during the broadcast and through the images of our amazing locals enjoying the game Kamloops-style,” explains Tourism Kamloops Director, Destination Development and Trade Relations, Lisa Strachan. “Hometown Hockey has become a coveted event for hockey fans in Canada. We’re already known as a city that loves sports – we are the perfect host for this epic hockey weekend festival.”

In January 2018 the Hometown Hockey party will roll in to town. Locals will be immersed in hockey culture throughout the week. The Hometown Hockey Festival will kickoff on the weekend and festivities will lead up to Sunday night’s NHL Game broadcast live from the Sportsnet Mobile Studio in Kamloops.

“Locals will not be able to avoid Hometown Hockey. They’ll be visiting schools, fundraising with local hockey teams, and be a presence in downtown Kamloops interacting with the public,” says Sean Smith, Tournament Capital and Special

Events Supervisor from the City of Kamloops. “The week will conclude with a celebration of hockey – our hope is to see Kamloops hockey fans gather together to cheer on our Canadian team on the big screens.”

Hometown Hockey broadcasts are seen across Canada – and while they feature the hockey game and party, they also focus on stories from the host community that highlight community leaders, tourism attractions, and connections to sport.

“Thousands tune in to Hometown Hockey each week – the Kamloops tourism story has never been stronger and now we have the opportunity to showcase that story to thousands of Canadians,” explains Jon Pankuch. Pankuch is the Kamloops Hometown Hockey Project Chair and is President of the Kamloops Minor Hockey Association. “This is also an opportunity to expose local players to professional hockey in a way they would not often get. They get to see the personalities they watch on television each week in person – we hope that this will further develop their passion and love for the game.”

Locals are encouraged to watch for the release of more information as details with Hometown Hockey are confirmed. Tourism Kamloops and The City of Kamloops want hockey fans to mark their calendars for January 13 to 14, 2018 to ensure they do not miss out on the opportunity to be part of many Hometown Hockey events as spectators and volunteers.

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For more information on Hometown Hockey visit, <http://www.hometownhockey.com/>.

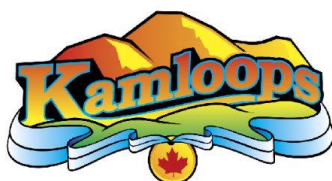
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