



KIDS for KIDS ANNUAL HOCKEY TOURNAMENT

FOR IMMEDIATE RELEASE

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KINGSTON HOSTS THE 13TH ANNUAL THOMSON JEMMET VOGELZANG KIDS FOR KIDS HOCKEY TOURNAMENT

Kingston, ON: The Kids for Kids Annual Hockey Tournament Organizing Committee and Tourism Kingston are happy to announce that the City of Kingston will be hosting the 13th Annual Thomson Jemmett Vogelzang Kids for Kids Hockey Tournament this weekend from March 26 to 28. Kids for Kids is one of the largest Minor Hockey Tournaments in Ontario with over 200 teams participating. Games, which are open to the public, take place at all the city's arenas including the Invista Centre and K-Rock Centre.

This year's event will include the first edition of the William (Bill) Hackett Skills Competition proudly supported by Kingston Accommodation Partners and Tourism Kingston. The skill competition will include players in the Novice and Atom Divisions which will take place at the K-Rock Centre on Saturday, March 27 from 5:00pm - 8:00pm. This event is a unique and innovative way to promote fundamental skill development in novice and atom aged players in stick-handling, skating, shooting and goaltending events.

"The tournament began as a fundraiser to alleviate some of the costs to repair the damage caused by the now famous ice storm - raising \$350,000 for the Eastern Ontario Ice Storm Relief Fund. Today, the Kids for Kids Hockey Tournament has evolved into a major economic contributor to the City of Kingston. Last year, 195 teams participated and this year a record number of teams in excess of 200 placed in 16 sections are expected. It is a fun weekend for minor hockey players and their families who look forward to finishing their season in Kingston," says Tony Gargaro, Director of Community Development with the Boys and Girls Club of Kingston and Area and member of the tournament organizing committee.

According to information produced by Tourism Kingston using the Canadian Sport Tourism Alliance's Sport Tourism Economic Assessment Model (STEAM), the tournament has a significant impact on the local community with an estimated annual economic impact of \$1,554,698. The STEAM model reports that the tournament supports approximately 28.5 jobs in the community and an estimated \$68,722 in municipal taxes within the City of Kingston.

"The Kids for Kids Organizing Committee and lead sponsor Thomson Jemmett Vogelzang have done an amazing job developing this event over the years into the city's largest minor hockey tournament," notes Rob Carnegie, Director of Tourism Marketing and Development. "They have been ongoing supporters of Kingston's sport tourism activities and we greatly value their contributions not only in terms of sport tourism development, but the economic and social impacts that the event has for our community."

All proceeds from the annual tournament are reinvested in the Kingston community to support children and youth initiatives. The Boys and Girls Club of Kingston & Area and the Neonatal Intensive Care Unit at Kingston General Hospital will once again be the beneficiaries of the proceeds, anticipated to be in excess of \$50,000 this year.

For more information please contact:

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BACKGROUND INFORMATON

About Annual Thompson Jemmett Vogelzang Kids for Kids Hockey Tournament

1998 marked the first year for what is now an annual event, it started out as a fundraiser to alleviate some of the costs to repair the damage caused by the now famous ice storm. The tournament has developed into a major fundraiser for Both the Boys and Girls Club of Kingston & Area and the Neonatal Intensive Care Unit at Kingston General Hospital.

About Tourism Kingston's Sport Tourism Initiative

Tourism Kingston, a division of the Kingston Economic Development Corporation recognizes the significance and value of sporting events and is committed to enhancing Kingston's image as a premier sports event destination through sport tourism initiatives.

Tourism Kingston offers services in: bid development; liaison with local accommodation, facilities, restaurateurs and community stakeholders; online resources and templates for local organizations to access; marketing and promotions support; connection with the local business community; in-kind support and visitor information; in-house counseling and support to assist local groups through the process of hosting a sport event.