

## PRESIDENTS MESSAGE

The Canadian Junior Hockey League will be launching a new look and messaging initiative on May 2nd, 2008. The ten leagues from across the country will come together under one umbrella, providing a consistent message and uniting the leagues like never before. The objective is to provide the leagues and general public with a clear understanding and distinction of the Junior "A" brand and what it stands for. Positioning the brand and developing the three existing properties will be the main focus of this re-branding initiative.

The new era for the Junior "A" brand in Canada will be highlighted by a working partnership with Impello Inc. from Calgary. Impello will oversee and coordinate an on-going and exciting communications plan for the entire country while assisting individual leagues with both national and provincial templates. The new initiative will be the platform from which all communications regarding the CJHL will be developed.

Impello Inc. is an integrated graphic design and communications firm, based in Calgary, Alberta. Impello specializes in development of professional and creative brand solutions. In addition, Impello provides interactive campaign development through the use of creative advertising concepts applying those messages to the internet and print. For more information please visit their website at [www.impello.com](http://www.impello.com)

"Hockey For Life" will drive the message for the new CJHL Brand, embracing the impact that Junior "A" hockey has on it's players, coaches and officials. The unique experience of the brand is highlighted by the unique options that the CJHL offers its athletes and families. No other Junior League in Canada offers as many academic and athletic options for its members. An emphasis on hockey development and academic discipline will drive the new brand in the minds of each athlete, their families and the public.

The "Hockey for Life" concept is reflective of the time spent in the CJHL. It portrays the passion and energy of those involved with the philosophy that through hard work, dedication and individual growth, it will create a positive future for each of its members.

Brand consistency and timely messaging throughout the three properties of the Junior "A" culture will be a coordinated effort working alongside Hockey Canada. These three properties are the World Junior A Challenge, the RBC Cup and the CJHL Prospects Game.

We are excited about these initiatives and the outcome it will have within the community and our members.

Thank you



**LAURY RYAN**  
PRESIDENT

