

## Hockey Alberta and Lacombe Ford/Drayton Valley Ford announce new partnership

LACOMBE – A new partnership between Hockey Alberta and Lacombe Ford/ Drayton Valley Ford will make Hockey Alberta vehicles much more recognizable when travelling around the province.

The partnership sees Lacombe Ford/Drayton Valley Ford providing Hockey Alberta with a 2018 Ford Flex and Ford Explorer for the next two years.

The vehicles will be easily identifiable as belonging to Hockey Alberta thanks to eye-catching wraps on each vehicle. The wraps feature the Hockey Alberta logo as well as real-life photos captured at Hockey Alberta events that recognize the participants in our sport across the province.

“Hockey Alberta is pleased to be able to partner with Lacombe Ford and Drayton Valley Ford in a way that provides prominent exposure and recognition of our brand and our participants. When you see one of these vehicles at an arena in Alberta, that means there is important programming occurring to help in the development and training of the players and stakeholders in our great game,” said Mike Klass, Director of Business Operations for Hockey Alberta.

The logos for Lacombe Ford and Drayton Valley Ford are prominent on the vehicles, which have already been parked in key locations at Hockey Alberta Provincial Championships the past two weekends. Provincial Championships wrap up this weekend with Junior B in Wetaskiwin. As well, on the Hockey Alberta website, there is a direct link to learn more about the exclusive Free Tires 4 Life program only available through Lacombe Ford and Drayton Valley Ford.

“Lacombe Ford and Drayton Valley Ford are excited to be partnered with Hockey Alberta. Our dealerships have always been involved and supported minor sports in our local communities, so this felt like a natural fit and partnership for us. We believe that getting involved and supporting our young athletes and the organizations that continue to develop and grow their skills in sport, and in life, is a true win-win for everyone involved,” said Andy Kotowich, VP of Fixed Operations for Lacombe Ford and Drayton Valley Ford.

For more information on programs and events offered by Hockey Alberta, go to [hockeyalberta.ca](http://hockeyalberta.ca). For more information on the Tires 4 Life program through Lacombe Ford and Drayton Valley Ford, go to [tires4life.ca](http://tires4life.ca).