

## **FCA Canada: Dodge Back on the Ice as Presenting Sponsor of Rogers Hometown Hockey Tour**

- Entering third year as co-presenting sponsor of Rogers Hometown Hockey on Sportsnet
- Dodge Caravan Kids grassroots team sponsorship program is entering its 11th season helping teams and families reduce the cost of playing Canada's favourite game
- To date, FCA Canada - together with Chrysler, Dodge, Jeep®, Ram retailers across the country - has provided more than \$7 million in funding to over 14,000 minor novice hockey teams, helping more than 210,000 kids enjoy the game of hockey

October 12, 2016, Windsor, Ontario - For the third year in a row, the Dodge brand, along with its long-running Caravan Kids program, is lacing up as a co-presenting sponsor of the Rogers Hometown Hockey Tour and broadcast on Sportsnet.

Visiting 24 new Canadian communities throughout the 2016-17 NHL season, the cross-country Rogers Hometown Hockey tour kicks off in Newmarket, Ontario, Oct. 15-16. Every stop features two jam-packed days of activities and celebrations, including entertainment, music, NHL alumni and local heroes. Each community is highlighted in the Rogers Hometown Hockey pre-game show, hosted by Canadian icon Ron MacLean and Rogers personality Tara Slone, live on-site and headlined by an NHL game broadcast every Sunday evening on Sportsnet.

In-broadcast, FCA Canada will feature the all-new Canadian-built Chrysler Pacifica in 10 segments called 'A Ride With ...' that will see former NHL teammates from legacy Canadian and Original Six teams make return visits to the NHL cities that defined their careers. These alumni will also visit old stomping grounds, arenas, homes, hangouts, friends and family who left lasting impressions on their lives. Also present in-broadcast will be a spotlight on FCA's local Dodge Caravan Kids teams.

The Dodge display on-site at each of the Rogers Hometown Hockey events will include vehicle displays and the famous Stow 'n Go Challenge hockey-themed obstacle course, where fans with the fastest times of the day take home a \$50 gas card. The large, heated tent will have 60-inch screens and offer fans the opportunity to enter the 'Breakaway Giveaway' contest for a chance to win \$5,000 for their local minor hockey association, as well as a 2017 Chrysler Pacifica Touring-L Plus. The Canadian-made 2017 Chrysler Pacifica will be one of the vehicles on display, allowing hockey fans and their families to get up-close and personal with the most technologically advanced minivan on the market. A test drive program, new for this season, will offer attendees in Halifax, Hamilton, Montreal, Ottawa and Vancouver a chance to get behind the wheel of this all-new and incredibly innovative vehicle.

"Dodge is proud to be back sponsoring Rogers Hometown Hockey for a third season," said Bill Levasseur, Vice President Marketing, FCA Canada. "There is no doubt Canadians are passionate about hockey, and if you look across any local arena's parking lot, you can't help but notice it's filled with Dodge and Chrysler minivans. This is a testament to the functionality and versatility of our minivans, which help hockey families play the game they love. Further, we're very excited to enter into our 11th season of grassroots team sponsorship through the Dodge Caravan Kids program, which helps make the game of hockey more affordable for families across the country."

### **About Dodge Caravan Kids**

Entering its 11th season, the Dodge Caravan Kids program is a joint effort between participating Canadian amateur hockey organizations, FCA Canada and local Chrysler, Dodge, Jeep®, Ram retailers. The program aims to keep the cost of playing hockey down for families by providing sponsorship funding to novice house league teams. To date, the

Dodge Caravan Kids program has provided more than \$7 million in funding to over 14,000 novice hockey teams, helping more than 210,000 kids enjoy the game of hockey across the country. In the 2015-2016 season alone, which marked its 10th anniversary, the program supported 2,156 teams with up to \$500 each and access to exclusive team benefits.

Sponsored teams also have the chance to win up to \$500 in additional funding through the Dodge Caravan Kids Photo Contest and be chosen to be featured as the Dodge Caravan Kids Team of the Week on Rogers Hometown Hockey, airing Sunday nights throughout the season. Teams can sign up at [DodgeCaravanKids.ca](http://DodgeCaravanKids.ca) or [LesRecruesDodge.ca](http://LesRecruesDodge.ca), along with an opportunity there to enter the Breakaway Giveaway contest.

#### **Rogers Hometown Hockey Tour Schedule:**

<b>WEEK</b>	<b>DATE</b>	<b>TOUR LOCATION</b>	<b>SUNDAY MATCHUP</b>
1	October 15 & 16	Newmarket, ON	Buffalo Sabres vs E
2	October 22 & 23	Saint John, NB	Vancouver Canucks
3	October 29 & 30	Grand Falls-Windsor, NL	Toronto Maple Leaf
4	November 5 & 6	Halifax, NS	Winnipeg Jets vs Ne
5	November 12 & 13	Montreal, QC	Montreal Canadiens
6	November 19 & 20	Windsor, ON	Calgary Flames vs I
7	November 26 & 27	Timmins, ON	Arizona Coyotes vs
8	December 3 & 4	Barrie, ON	Winnipeg Jets vs C
9	December 10 & 11	Stratford, ON	Colorado Avalanche
10	December 17 & 18	Milton, ON	New York Islanders
11	December 31 & Jan 1	Petawawa, ON	Ottawa Senators vs
12	January 7 & 8	Moose Jaw, SK	Edmonton Oilers vs
13	January 14 & 15	Vancouver, BC	New Jersey Devils v
14	January 21 & 22	Vernon, BC	Vancouver Canucks
15	February 4 & 5	Edmonton, AB	Edmonton Oilers vs
16	February 11 & 12	Cochrane, AB	Montreal Canadiens
17	February 18 & 19	Cranbrook, BC	Toronto Maple Leaf
18	February 25 & 26	Nanaimo, BC	Ottawa Senators vs
19	March 4 & 5	Medicine Hat, AB	Vancouver Canucks
20	March 11 & 12	Lloydminster, SK	Montreal Canadiens
21	March 18 & 19	Ottawa, ON	Ottawa Senators vs
22	March 25 & 26	Portage La Prairie, MB	Vancouver Canucks
23	April 1 & 2	Guelph, ON	San Jose Sharks vs
24	April 8 & 9	Hamilton, ON	Columbus Blue Jack

For more information on Rogers Hometown Hockey, please visit: [hometownhockey.ca](http://hometownhockey.ca)

#### **FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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