

# MEDIA RELEASE

City of Williams Lake



## For Immediate Release

September 6, 2017

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## Williams Lake to host Rogers Hometown Hockey

Mayor Walt Cobb confirmed the official Rogers Hometown Hockey announcement that Williams Lake has been selected as one of the tour stops for the popular festival that is now in its fourth year.

“We are thrilled that Rogers Hometown Hockey has reached out to our community with an unexpected offer to bring their tour to Williams Lake”, says Mayor Cobb. “The team at Rogers Hometown Hockey wanted to do what they could to help our community recover from the wildfires this summer, and reached out to us to see if we would be up for hosting this festival. The opportunity for us to showcase, in a national broadcast, the generous hearts and strong community spirit that we have seen this summer is something that we feel will be a great boost to us as we work to overcome the challenges that we have been through.”

Details are still being worked out, but the Rogers Hometown Hockey Tour is confirmed to be in Williams Lake on January 6 and 7, 2018 with a free family-friendly hockey festival full of activities, alumni appearances, giveaways and more. Sunday afternoon will feature an outdoor viewing party of the live broadcast of Vancouver vs Montreal starting at 4PM local time on Sportsnet and Sportsnet NOW with hosts Ron MacLean and Tara Slone.

“This is going to be a great way for our community groups to come together to capitalize on all the different ways that we can use this festival to celebrate not only our hometown, but our Cariboo region, the people, landscapes, and stories that make us unique and special,” Cobb added. “In the coming weeks we will be communicating plans to establish a planning committee that will give groups like Minor Hockey, the Downtown Williams Lake Business Improvement Association, First Nations communities and other non-profits the opportunity to be a part of this festival and showcase everything that makes us great.”

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### About the Rogers Hometown Hockey Tour presented by Scotiabank and Dodge

The *Rogers Hometown Hockey Tour* rolls into 24 communities across Canada this season with a weekend of free outdoor hockey festivities for all ages. The weekend culminates in an outdoor viewing party of an NHL game broadcast every Sunday on Sportsnet and Sportsnet NOW, with Ron MacLean and Tara Slone hosting live on site from the Sportsnet Mobile Studio. For more information on the tour, please follow *Rogers Hometown Hockey* on [Facebook](#), [Twitter](#) and [Instagram](#)