

**Local News
Every Hour
fm 90.5
Good News All Day**



**4352416 Canada Inc. is FM 90.5 • McNabb Broadcasting Peterborough
Peterborough Petes and Leafs hockey broadcasts
993 Talwood Dr., 2nd Fl. • Peterborough, ON K9J 7R8 • FM905.ca • 705-874-0905**

-MEDIA RELEASE for WED. SEPT. 28-

Ron Ellis Announces Peterborough Charitable Initiatives, Celebrating 39th Anniversary of Team Canada '72 Victory Over The Soviets

Direct from the Hockey Hall of Fame, The Only Kawartha Born Hockey Player To Play For Team Canada '72 and the 1967 Stanley Cup Champion Toronto Maple Leafs

PETERBOROUGH: Ron Ellis, Director of Public Affairs of the Hockey Hall of Fame, kicked off a series of special announcements today at Lansdowne Place.

As a result, charities across Peterborough County will benefit, through the hockey season.

In front of video showing his Team Canada and Stanley Cup victories, Ellis announced the launch of Toronto Maple Leafs broadcasts on FM 90.5. John Stewart and Rob Bennett of J.J. Stewart Motors Norwood and Peterborough Chrysler supplied the funding as title sponsors of the broadcasts, enabling a number of local initiatives to proceed.

To give the broadcasts local flavour, the station is awarding Hockey Hall of Fame passes to the Peterborough Listeners Of The Game, in a call in/email to win promotion during each game.

At www.HockeyAuction.ca, the station will promote charity auctions of Toronto Maple Leafs tickets and other hockey memorabilia. A different auction each month. If your bid wins, your choice of Peterborough County charity gets the proceeds. Promoted during Toronto Maple Leafs broadcasts on FM 90.5.

October 2011 Auction: Two tickets – Oct. 30 – Leafs @ Senators, incl. round trip transportation.

Peterborough media are welcome to participate and promote the auctions, and receive promotional consideration during the Leafs broadcasts and on HockeyAuction.ca. Contact KFarley@FM905.ca.

In addition, bus trips to Ottawa to see the Leafs and other teams play, are to be announced during the broadcasts and on HockeyAuction.ca.

For more information, contact: Kathy Farley – Kfarley@FM905.ca 705-874-0905