

AMONG THE PRIZES YOUR TEAM COULD WIN:



Windsuits for 20 Winning Teams



3 Winning Teams can enjoy a Big Mac, Small Fry and Small Drink Once a Month for a Year



Hockey Pants for 1 Winning Team, Hockey Bags for 1 Winning Team and Hockey Jerseys for 5 Winning Teams



6 Winning Teams to Attend a Leaf Practice



2 Teams to Win Tickets to a Marlies Home Game



Team Pizza Parties for 11 + 11 Winning Teams



Passes to the Hockey Hall of Fame for 1 Winning Team

Brampton Battalion
Oshawa Generals
Sudbury Wolves
Windsor Spitfires



5 Teams to Win Tickets to an OHL Game

Practice Ice for 1 Winning Team and Pro Snap for 2 Winning Teams



Softhands for 1 Winning Teams and Pail of Pucks for 1 Winning Team

One year subscription to The Hockey News for 3 Winning Teams

The Hockey News
thehockeynews.com



Hockey Sweaters for 2 Winning Teams



Laser Quest Parties for 7 Winning Teams



Prize Package for 1 Winning Team



One-Hour Play Cards for 2 Winning Teams



Tracksuits for 1 Winning Team



T-Shirts for 2 Winning Teams



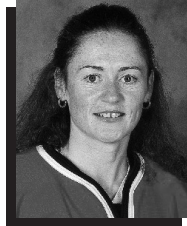
OMHA Prize Packs for 1 Winning Team



The KEWL Penalty Free Sweepstakes has promoted and rewarded clean play for nineteen years with phenomenal results - over 111,308 entries with 62% of these entries winning or tying their penalty free game.

Paul Henderson

Former NHL and Team Canada player and KEWL Penalty Free Sweepstakes Spokesperson.



The KEWL Penalty Free Sweepstakes continues to provide positive reinforcement by advocating safe clean hockey and instilling the ideals of skills, safety, fair play and good sportsmanship. The program encourages players of all ages to have respect for their opponent and to play by the rules. Everyone benefits by playing penalty free hockey!

Geraldine Heaney

Seven time Women's World Champion Team Member and KEWL Penalty Free Spokesperson.



By emphasizing to each player their responsibility to respect their opponent, the KEWL Penalty Free Sweepstakes is truly a program where everyone wins.

Ron MacLean

Host of Hockey Night in Canada and KEWL Penalty Free Sweepstakes Spokesperson.

The Members for the Hockey Development Centre for Ontario gratefully acknowledge the support of:



KEWL MVP CONTEST

Coaches nominate your KEWL MVP and he/she will be entered into a draw for a chance to win a McDonald's® Great Taste Card, a family pass to the Hockey Hall of Fame and a trophy.



Presents The

KEWL 2007
PENALTY FREE SWEEPSTAKES

Open to ALL
Amateur Hockey Teams
in Ontario

Have your team play a
Penalty Free game between

December 1, 2006 and January 31, 2007

and your team is eligible to
enter the Sweepstakes!

\$125,000 in prizes
to be awarded!

Official Entry Form &
Contest Details Inside

PLAY IT KEWL...
PLAY PENALTY FREE!

Dear Hockey Enthusiast,

On behalf of the members of the Hockey Development Centre for Ontario (HDCO), we are pleased to once again encourage amateur hockey teams in Ontario to participate in the 20th Annual **KEWL Penalty Free Sweepstakes**.

The **KEWL Penalty Free Sweepstakes** is open to any amateur hockey team in Ontario that plays a penalty free game between December 1, 2006 and January 31, 2007. To enter your team in the contest, simply complete the official entry form in this brochure and send it, along with a copy of the game sheet signed by a qualified official to the HDCO office.

Each member of your team will receive a memento acknowledging their penalty free play. In addition, a random draw will be held at the end of the contest for teams to win \$125,000 in exciting prizes.

The Sweepstakes continues to be a tremendous success with over 111,308 teams entering the contest in the last nineteen years. It has been through the assistance of the thousands of hockey volunteers in Ontario that the **KEWL Penalty Free Sweepstakes** has maintained the success it has enjoyed. We ask once again for your support in promoting skills, safety and sportsmanship in Canada's most popular sport.

The HDCO wishes you continued success and encourages you to enter your team in the 2006-2007 **KEWL Penalty Free Sweepstakes**.

Remember, everyone wins when you play the game safe, clean and have respect for your opponent.

Sincerely Yours,



Wayne Dillon
Executive Director
Hockey Development Centre for Ontario

**PLAY IT KEWL!!!
PLAY PENALTY FREE!**



OFFICIAL ENTRY FORM & CONTEST DETAILS

Open to every Amateur Hockey Team in Ontario that plays a Penalty Free Game between December 1, 2006 and January 31, 2007.

ENTRY FORM

TEAM NAME: _____
TEAM CONTACT: _____
ADDRESS: _____
CITY/TOWN: _____
POSTAL CODE: _____
HOME PHONE: () _____
BUS. PHONE: () _____
FAX NUMBER: () _____
NUMBER OF PLAYERS REGISTERED ON THE TEAM: _____
DATE OF PENALTY FREE GAME: _____
CHECK ONE: WIN LOSS TIE

**NOTE: ONLY ONE TEAM PER ENTRY FORM.
ATTACH THE TEAM'S COPY OF THE GAME SHEET.
THE REFEREE'S SIGNATURE MUST BE ON EACH
GAME SHEET.**

**MAIL OR FAX THE COMPLETED FORM AND THE GAME
SHEET TO:**

**2007 KEWL PENALTY FREE SWEEPSTAKES
c/o HOCKEY DEVELOPMENT CENTRE FOR ONTARIO
1185 EGLINTON AVENUE EAST, SUITE 301
NORTH YORK, ONTARIO M3C 3C6
TEL: 416-426-7252 or TOLL FREE AT 1-888-THE-HDCO
FAX: 416-426-7348
WEB SITE: www.hdco.on.ca**

HOCKEY ASSOCIATION: _____

AFFILIATION: (PLEASE CHECK ONE)

GTHL NOHA OHA OHL
OMHA OWHA ODHA ODMHA
HNO ALLIANCE OTHER _____

CATEGORY: (PLEASE CHECK ONE)

BELOW NOVICE NOVICE ATOM
PEEWEE BANTAM MIDGET
JUVENILE JR. SR.
INTERMEDIATE ADULT
OTHER _____

DIVISION: (PLEASE CHECK ONE)

MEN'S WOMEN'S MIXED

STATUS: (PLEASE CHECK ONE)

HOUSE LEAGUE SELECT REP/COMPETITIVE

**ENTRIES MUST BE RECEIVED BY 4 P.M.
FRIDAY, FEBRUARY 2, 2007 FOR INCLUSION IN
THE DRAW FOR SWEEPSTAKES PRIZES.**

**PLAY IT KEWL!!!
PLAY PENALTY FREE!**

CONTEST DETAILS

Any amateur hockey team in Ontario can qualify by playing a penalty free hockey game within the province of Ontario during the contest period. If one team plays an entire penalty free game that team qualifies. If both teams play penalty free then both teams qualify. A qualified official must referee all games and the game sheet must be signed by at least one of the officials. All entries are subject to verification by the Penalty Free Sweepstakes Committee. A team may submit an entry for every penalty free game they play during the contest period. Sweepstakes winners will be drawn at random from the eligible entries received. The draw will be conducted on Friday February 9, 2007 at the offices of the Hockey Development Centre for Ontario. Winning teams will be notified through their team contact within fourteen days from the date of the draw. All league, exhibition, tournament and playoff games played during the contest period may qualify. Inter-squad and novelty games do not qualify. **EVERY PLAYER ON EVERY TEAM SUBMITTING AN ELIGIBLE ENTRY WILL RECEIVE A 2007 KEWL PENALTY FREE MEMENTO FOR PARTICIPATING IN THE PROGRAM.**



ASSOCIATE MEMBERS