



MEDIA RELEASE

For Immediate Release

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Belleville Senators announce five new staff additions

The new Belleville Senators franchise in the American Hockey League (AHL) is pleased to announce the hiring of five new staff members to its team.

The Senators have hired Darren Murphy as Director of Operations; Tom Zapletal as Manager, Corporate Partnerships; Erin Roberts, Manager, Box Office; Chris Van Dusen, Manager, Ticket Sales, and Matthew Heidstra as Manager of Business Development.

“We are delighted to have Darren, Tom, Erin, Chris and Matthew join our franchise,” Rob Mallowney, Chief Operating Officer of the Belleville Senators, says. “They all bring a wealth of experience to our team and we are pleased that they are joining our franchise as we strive to create and deliver the quality of operation our fans should expect from professional hockey in the Bay of Quinte.”

Darren Murphy joins the Belleville Senators after serving in numerous roles with some of the world’s biggest sporting events. He was a member of the senior team as a Director of the recent PanAm Games in Toronto after previously holding operations and business management roles with the Olympic Games in London (2012) and Vancouver (2010). He’s also worked for the Commonwealth Games in Manchester, England, the World Cycling Championships in Hamilton and the World Track and Field Championships in Edmonton over his career.

Tom Zapletal spent several years with the Ottawa Senators (NHL parent team of the Belleville Senators) working in sponsorship sales. He has also previously had roles with Maple Leaf Sports and Entertainment and Pepsi CO, and is a former resident of Hastings Village returning home.

Erin Roberts also joins the Belleville Senators from the Ottawa Senators where she worked in the Senators Ticket Operations department for the past five years. Erin also previously worked with the Ottawa 67’s for several years in a similar capacity.

Chris Van Dusen comes from the Oshawa Generals, where he had a strong influence on building one of the biggest season ticket bases in the Ontario Hockey League in his role in ticket sales. Chris previously worked with the Toronto Blue Jays in premium seating and he’s also worked with the Victoria Salmon Kings of the East Coast Hockey League.

Matthew Heidstra, a Belleville native, will join the team as of April 24th. Matthew is currently completing his MBA from the Rotman School of Management in Toronto. Matthew has previously worked with the National Hockey League in their global partnership division.

You can follow the Belleville Senators on Twitter @bellevillesen, on Instagram @bellevillesens and on the team's official Facebook page. For more information on how to join our season ticket list, visit www.bellevillesens.com.

Season Tickets are the best way to enjoy the American Hockey League at the best possible price, and you can reserve a spot in line with just a \$100 refundable deposit .

About the Belleville Senators

The Belleville Senators are an American Hockey League franchise with their inaugural season in 2017-18. The Senators are the AHL affiliate of the Ottawa Senators of the NHL and will play their home games in the remodeled Yardman Arena.

For more information:

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