



MEDIA RELEASE

For Immediate Release

DATE: Tuesday April 11th

Belleville Senators announce “20 in 20” contest!

The new Belleville Senators franchise of the American Hockey League (AHL) is delighted to announce an exciting new contest – “20 in 20” - where fans have a chance to win 20 great prizes by committing a deposit towards season’s tickets for the inaugural 2017-18 season.

The contest runs from April 17 to May 12 and features a vast array of daily prizes, including a grand prize package to the 2017 Scotiabank NHL 100 Classic – Outdoor game; a trip for two to a Belleville Senators road game; an autographed Erik Karlsson jersey; an autographed Daniel Alfredsson jersey; and suite tickets for NHL games in Ottawa. Prizes also include unique team experiences including a private dinner with Senators owner Eugene Melnyk, a dinner with General Manager Randy Lee, and exclusive behind the scenes experiences with both the Belleville Senators and the Ottawa Senators. All season ticket holders as of Friday May 12th will be entered into the Bonus Grand Prize draw for the NHL 100 Classic package which takes place on December 16th. The grand prize draw will be held on Monday, May 15.

“We are excited to offer these unique prize opportunities to the many loyal fans who have already committed a deposit to season’s tickets and to the new fans who will commit a deposit during the contest period,” Belleville Senators Chief Operating Officer Rob Mallowney says.

Each fan who holds a PRN number on our list during the contest period will receive one chance per account to win the daily prize. One winning PRN number will be drawn via a random-generator draw Monday through Friday throughout the contest period (no draws will be held on the weekends), with that lucky season ticket holder winning that day’s corresponding prize. The contest period runs from Monday April 17th until Friday May 12th.

As a bonus prize opportunity any fan who has placed a season ticket deposit prior to the end of the contest period is encouraged to use the hashtag “#iminareu?” on their social channels to be eligible for random prize draws over the contest period including tickets to an Ottawa Senators playoff game.

Fans can still join the list by placing a \$100 seat deposit on Belleville Senators season tickets. You can place your deposit at www.bellevillesens.com

Winners will be notified by phone and/or email, with daily winners posted on all of the team’s social media accounts (Facebook, Twitter, Instagram) as well as a weekly email summary sent to our season ticket holders.

Prizes:

April 17: Ottawa Senators 2017 Playoff Tickets in the Owner's suite

2 Tickets for Ottawa Senators playoff game, Game 5 of Round 1, versus Boston Bruins, in Eugene Melnyk's owner's suite. *if game not played either second round game or regular season game next year may be substituted.*

April 18: NHL Call-up

You have been called up to the Ottawa Senators. Arrive in Ottawa and meet with the Front Office, receive your Senators jersey, and watch the game from a Private Suite with a guest.

April 19: Signed Erik Karlsson Jersey

Receive an autographed Eric Karlsson jersey with letter of authenticity and a pair of Ottawa Senators tickets.

April 20: Suite Experience

You and a guest can enjoy an Ottawa Senators game from a private suite. Hotel Accommodations included.

April 21: Road Trip Experience

You and a guest will get to cheer on your Belleville Senators in person as they play an away game. The winner will receive a package for two (2) which includes transportation, hotel accommodations, and two (2) tickets to the game.

April 24: Dinner with Eugene Melnyk

The winner and a guest will have the opportunity to join the Senators Owner Eugene Melnyk for a pre-game meal in Belleville.

April 25: VIP Experience

Limo service to and from a Belleville Senators home game, a special server to bring your food and drinks to you during the game, and a special meet & greet with a Belleville Senator after the game.

April 26: Dinner with the GM

The winner and a guest will have the opportunity to join the Belleville Senators GM Randy Lee for a pre-game meal in Belleville.

April 27: Suite Experience

You and a guest can enjoy an Ottawa Senators game from a private suite. Hotel Accommodations included.

April 28: NHL Call-Up

You have been called up to the Ottawa Senators. Arrive in Ottawa and meet with the Front Office, receive your Senators jersey, and watch the game from a Suite with a guest

May 1: Signed Daniel Alfredsson Jersey

Receive an autographed Daniel Alfredsson jersey with letter of authenticity, and a pair of Ottawa Senators tickets.

May 2: Behind the Scenes Experience Package

Package geared towards winner's interest.

May 3: Road Trip Experience

You and a guest will get to cheer on your Belleville Senators in person as they play an away game. The winner will receive a package for two (2) which includes transportation, hotel accommodations, and two (2) tickets to the game.

May 4: VIP Experience

Limo service to and from a Belleville Senators home game, a special server to bring your food and drinks to you during the game, and a special meet & greet with a Belleville Senator after the game.

May 5: Get to know your Belleville Senators Coaching Staff

Meet with the Coaching Staff at the arena. Learn what goes into the process of developing professional players at this level, tour their office, the dressing room, and head out for lunch.

May 8: NHL Call-up

You have been called up to the Ottawa Senators. Arrive in Ottawa and meet with the Front Office, receive your Senators jersey, and watch the game from a Suite with a guest

May 9: Road Trip Experience

You and a guest will get to cheer on your Belleville Senators in person as they play an away game. The winner will receive a package for two (2) which includes transportation, hotel accommodations, and two (2) tickets to the game.

May 10: Fishing with the Sens

Have the opportunity to go out on a fishing charter with members of your Belleville Senators organization and fish for the day. Have lunch and get photos.

May 11: Sens Special Access Experience

Attend a Belleville Senators practice, enjoy a player meet and greet, special access around the arena and your own Belleville Senators jersey

May 12: NHL Call-up

You have been called up to the Ottawa Senators. Arrive in Ottawa and meet with the Front Office, receive your Senators jersey, and watch the game from a Suite with a guest

May 15: Bonus Grand Prize: 2017 Scotiabank NHL 100 Classic Package

You and a guest will be at the 2017 Scotiabank NHL Classic Outdoor game. Package includes: Two tickets, travel arrangements and accommodations.

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:

Roger Lajoie, lajoier@bellevillesens.com, 613.967-8067

