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CENTRAL CANADA HOCKEY LEAGUE AND GONGSHOW GEAR LIFESTYLE HOCKEY APPAREL TO GROW PARTNERSHIP IN 2013-14 SEASON

Local Jr. A league looks to alumni to help grow their brands

OTTAWA, ON - August 29, 2013 - The Central Canada Tier 1 Junior Hockey League (CCHL) is pleased to announce that it has partnered with **Gongshow Gear** as the official supplier of lifestyle hockey apparel to the league. Last year Gongshow Gear sponsored the CCHL "Movember" campaign where over \$8,000.00 was raised in support of prostate cancer and mental health. This year a major sponsorship has been expanded to include: Labour Day Super Showcase Player of the Game, Hockey Day in Canada Player of the Game, CCHL Goal of the Month, CCHL Monthly 3-Stars and the overall 3-Star for the season.

The twelve team league is coming off a great season last year boasting solid parity and former Cornwall Colt Michael Pontarelli earning "Most Outstanding Player" for all of Canada. Kevin Abrams, Commissioner of the CCHL is looking forward to another competitive season and very excited over this partnership, "we're thrilled to have Gongshow Gear as a major partner, it's a natural for us as our players love wearing it and we can both grow our game and apparel together."

The CCHL is one of the many Jr. A leagues that Gongshow Gear has aligned with but the CCHL is a special place as both Gongshow Founders Ger McNamee and Craig Kennedy (Kanata Stallions) and Troy Duncan, Sales Manager are all alumni of this very league. Duncan, a former Ottawa Junior Senator is thrilled to sponsor the very league he played, "the fact that many of us played in the Central makes it that much more special, it's the perfect demographic for Gongshow Gear and it means a lot that we can give back to the league that provided us so many great memories."

About the CCHL

The current twelve team league began in 1961 and has grown into one of the top Junior A leagues in North America. The league has representation from the Eastern Ontario region which spans from Brockville, Cornwall, Hawkesbury, Pembroke, Smiths Falls, Kemptville and Carleton Place. The city teams include: Nepean, Kanata, Ottawa, Cumberland and Gloucester. The league currently has 251 college commitments to colleges in Canada and the United States and strives to provide opportunities for all players to advance within and beyond the league. CCHL has 18 alumni playing in the NHL - these include: Claude Giroux, Dan Boyle, Patrick Sharp, Marc Methot, Jimmy Howard and Wayne Simmons.

About Gongshow

Gongshow was founded in 2002 by three teammates in the Central Junior "A" Hockey League after identifying the need for a hockey apparel brand that would accurately represent the exciting and exclusive lifestyle that hockey players live. Gongshow was

the first Lifestyle Hockey Apparel brand in the world to hit the market in 2002, and this game changing company has since grown into the largest hockey lifestyle clothing brand in the world - selling in over 500 retail locations, in 15 countries internationally, and has hailed comparisons to such pioneering lifestyle brands as Billabong (Surfing Lifestyle), and Burton (Snowboarding Lifestyle). Gongshow is dedicated to a core set of philosophies and strengths: design superiority, highest level of material quality and workmanship, edgy and trend setting hockey expression, a focus on consumer to brand connection, and strong partnerships with retailers and suppliers

For more information on the CCHL, visit www.centraljuniorhockeyleague.ca and www.gongshowgear.com

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