

**MEDIA RELEASE
MARCH 6, 2009****Pembroke Lumber Kings Support
Algonquin College Capital Campaign**

The Pembroke Lumber Kings are supporting the campaign to raise funds to build a new campus for Algonquin College in the Ottawa Valley. The club will donate \$1 per ticket sold for its home games during the Central Junior Hockey League playoffs, to a maximum of \$5,000.

315 Pembroke St., East

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Lumber Kings' owner, Sheldon Keefe, says the new college campus will be a wonderful asset to the community, and he believes it will help the team attract hockey players to Pembroke.

"Having a modern college campus so close to the Pembroke Memorial Centre will be attractive to players who are pursuing post-secondary studies and who need to be close to the arena for practices and games. Having access to a college is a major factor when players decide where they will play", adds Keefe, "and we will be one of the many benefactors of the new College facility."



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This is the second time in recent years that the Lumber Kings have partnered with the College. In 2007, the team worked with TVCOGECO to produce a DVD capturing their surprising rise to the top of the CJHL. Sales from the DVD resulted in a \$10,000 gift to the College which now supports students in financial need through a bursary.

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College Campus Dean, Karen Davies, congratulated the Lumber Kings on this initiative to support the Capital Campaign. "We have an ambitious target of raising \$2.5 million in Renfrew County to support the \$36 million building cost for the new campus. This donation is another example of how willing the communities we serve have been to support our efforts to build a world-class college campus to serve the entire Ottawa Valley."

The Lumber Kings will open the CJHL playoffs on Sunday, March 8th against the Cornwall Colts. Game time at the PMC for game one of the playoffs will be 7 p.m.

Photo: In the photo below are Karen Davies, Dean of Algonquin College in the Ottawa Valley; Sheldon Keefe, General Manager and Head Coach of the Pembroke Lumber Kings, and Fred Blackstein, Honorary Chair of the Capital Campaign Committee.



For more information, contact:

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