



## **Molson Canadian Becomes Title Sponsor of the 2016 CARHA Hockey World Cup**

Ottawa, ON – CARHA Hockey ([@CARHAHockey](#)) is excited to announce Molson Canadian ([@Molson Canadian](#)) as the Title Sponsor of the 2016 CARHA Hockey World Cup ([@CHWorldCup](#)). This weeklong event will take place from April 3-10, 2016 in Windsor, Ontario.

“Molson Canadian’s commitment to the sport of hockey in Canada is undeniable and we are thrilled to have them as Title Sponsor for the 2016 CARHA Hockey World Cup,” said Lori Lopez, Director of Business Operations at CARHA Hockey. “Synonymous with the sport of hockey in Canada, there is a natural connection between Molson Canadian and recreational hockey across our great country. Having them partner with our event will both enhance the experience for participants and help us deliver unforgettable memories after the players leave the ice. We are delighted to have them on board!” continued Lopez.

“Some of hockey’s greatest moments aren’t found on professional ice; they’re found on frozen ponds and local rinks when a group of passionate friends come together to share their love of the game,” says Andy Gervais, Senior Marketing Manager, Molson Canadian. “As title sponsor, we look forward to witnessing those incredible moments first hand – with both the players and the fans – next year, and for many years to come.”

CARHA Hockey is excited to work with Molson Canadian throughout one of the most anticipated sporting events of the year.

### **About the CARHA Hockey World Cup**

The world renowned CARHA Hockey World Cup is organized every four years in a select Canadian city, and is an event that attracts participants from all across Canada, the United States, and Europe. Over 125 adult recreational hockey teams from more than 15 countries will travel to Windsor for this weeklong event. The event has been labeled the “Olympics” of rec hockey and since its inception it has grown to be the largest international adult rec hockey tournament in the world.

### **About Molson Canadian**

Molson Coors Canada is the Canadian division of Molson Coors Brewing Company, a global brewer with operations in Canada, the U.S., the U.K. and Asia. The company proudly offers some of the most popular brands in Canada with an award-winning brand portfolio that includes Molson Canadian, Coors Light, Molson Export, Rickard's and Molson Canadian 67. Molson Coors Canada is committed to promoting its products and events in a responsible manner as part of an active, healthy lifestyle.

For media inquiries in regards to the CARHA Hockey World Cup, please email Chad Scanlan at [cscanlan@carhahockey.ca](mailto:cscanlan@carhahockey.ca)

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