

April 19, 2011



Canadian Elite Women's Hockey Moves West with League's Expansion to Alberta

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TORONTO, April 19, 2011 - The Canadian Women's Hockey League (CWHL) today announced their expansion to Alberta, adding a new team to their roster of teams in Boston, Montreal, and Toronto Areas. The CWHL also announced that the team that will join the CWHL for the 2011 -2012 season will be made up of players from various teams in the former Western Women's Hockey League.

The expansion into Western Canada makes the CWHL North America's largest professionally run elite women's hockey league.

"This is a momentous announcement for elite women's hockey in Canada and across North America," said Brenda Andress, Executive Director of the CWHL. "We are thrilled about the popularity of women's hockey and are proud to add a new team to our roster, offering new opportunities for North American women to play hockey."

The new team will be housed in Calgary, Alberta, and will share their home games with fans across the province by playing in various arenas. Currently, the CWHL has teams in Boston, Brampton, Burlington, Montreal and Toronto.

"There are so many talented women hockey players in Alberta," said Arlan Maschmeyer, recently appointed team manager. "We believe we can put together a very competitive team for the League, one that will truly represent the skills of Western Canada's elite athletes." Mr. Maschmeyer has been the Operations Director of the Edmonton Chimos of the WWHL since 2009 and also coached the Chimos in the 2008/09 season.

Also joining the CWHL is Samantha Holmes-Domagala, former member of the Canadian National Women's Hockey Team program. Samantha will join the sponsorship division of the league working with Sami Jo Small, looking after the needs of the new western team. In 2006 Samantha formed her own

team in Calgary, the Strathmore Rockies, after realizing the growth of elite women hockey players in Calgary without a team to play on.

“The CWHL’s expansion to Western Canada is one of the most positive advances in women’s hockey since its debut as an Olympic sport in 1998,” said Ms. Holmes-Domagala. “There is now one united league that allows elite women hockey players to compete in, at the highest level in the world and play for the ultimate prize in women’s hockey – the Clarkson Cup.”

“As Official Bank of the CWHL and presenting sponsor of the Clarkson Cup, we support the league’s decision to expand to Western Canada, where grassroots community hockey enrolment is at its peak, and interest and support for the game is at its strongest,” said Duncan Hannay, Scotiabank Senior Vice-President Canadian Marketing. “The popularity of women’s hockey continues to grow across the country, and the growth of the CWHL to include the WWHL helps encourage more young women athletes to participate in Canada’s favourite sport.”

The CWHL’s expansion will now provide a unique opportunity for fans of all ages to enjoy hockey at an elite level across Alberta. This announcement follows a very successful Clarkson Cup tournament, presented by Scotiabank, won by Montreal.

The CWHL exists to allow elite level players the opportunity to play after college and continue to work toward Olympic and national team goals. Though the leagues are considered professional, the players aren’t financially compensated, and many of them are continuing their education or working fulltime while playing a sport they love.

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