



Eagle River One of Four Finalists for Kraft Hockeyville™ USA

Winner Gets NHL Pre-Season Game and \$150,000 in Rink Upgrades; Voting Starts March 30

EAGLE RIVER, Wisconsin (March 25, 2019) – Eagle River will be one of four communities vying for the coveted title of Kraft Hockeyville™ USA 2019. Sponsored by Kraft Heinz in conjunction with National Hockey League Players' Association (NHLPA) and the National Hockey League (NHL), the award gives the winning community the opportunity to host an NHL pre-season game and receive \$150,000 in rink upgrades.

The other three communities competing for the Hockeyville title include Calumet, Michigan; Cadillac, Michigan; and Sartell, Minnesota. The contest's runner-up will receive \$30,000 in rink upgrades, and each second-place rink will receive \$10,000 in rink upgrades. In addition, each of the four finalists will receive \$10,000 worth of new hockey equipment from the NHLPA Goals & Dreams program.

Eagle River's passion for hockey dates to 1933, when the Eagle River Sports Arena was opened. The legendary dome was expanded in 1963 and again in 1995-96, when an Olympic-sized second rink was added to accommodate demand from recreational players in the region. In 1975, it became home to the Wisconsin Hockey Hall of Fame – the only state hockey Hall of Fame in the country. Eagle River also hosts the annual Labatt Blue USA Adult Pond Hockey Championships. Held on nearby Dollar Lake the 2019 event boasted 300 teams and more than 2,000 players facing off in 20 non-check divisions.

The Eagle River Sports Arena's operator, the non-profit Eagle River Recreation Association, is currently in the midst of a \$1.5 million fundraising drive to fix the arena – Save the Dome.

"We were blown away by the compelling, heartfelt stories we received this year from America's hockey communities," said Magen Hanrahan, vice president of media and marketing services at Kraft Heinz. "The top four finalists have already won over our judges, and we're excited to watch them inspire communities across the country during the voting round."

This year's voting schedule is as follows:

- Round 1 (March 24 – March 30) – Each of the four final rinks will rally their communities and supporters nationwide to prepare for the live voting period.
- Round 2 (March 30 at 6 a.m. CDT – March 31 at 10 a.m. CDT) – For 28 hours, fans across the country can cast an unlimited amount of votes for their favorite rink at www.KraftHockeyville.com. The community with the most cumulative votes, subject to final Sponsor determination, will win the title of Kraft Hockeyville™ USA 2019.
- Round 3 (March 31) – The winner of Kraft Hockeyville™ USA 2019 will be announced live during an intermission of an NHL® game on NBCSN and be awarded the grand prize opportunity to host an NHL® Pre-Season Game and receive \$150,000 in rink upgrades from Kraft Heinz.

One lucky voter will win a trip for two to a Stanley Cup® Final game with round-trip air transportation, two nights' accommodations, two tickets to the game and \$1,500 spending money. Each vote cast for any of the four finalists equals one entry into the sweepstakes for up to 40 entries.

For complete contest rules, voting information, and program details, visit www.KraftHockeyville.com. Kraft Hockeyville™ USA 2019 can be found on [Facebook](#) (KraftHockeyvilleUSA), [Twitter](#) (@HockeyvilleUSA), and [Instagram](#) (KraftHockeyvilleUSA). Fans can join the conversation using #HockeyvilleUSA.

About the NHL

The National Hockey League (NHL®), founded in 1917, consists of 31 Member Clubs and proudly welcomes its 32nd franchise, based in Seattle, for the 2021-22 season. Each team roster reflects the League's international makeup with players from more than 20 countries represented, all vying for the most cherished and historic trophy in professional sports – the Stanley Cup®.

About Eagle River

Located in northern Wisconsin, Eagle River is a town of approximately 1,400 residents. Known as the Snowmobile Capital of the World® and an angler's fishing paradise, Eagle River is also home to the Labatt Blue USA Adult Pond Hockey Championships that draws thousands of participants every year. The 28 Chain of Lakes make it a tourism destination in summer, while miles of trails make it a go-to location for ATV riders and bicyclists.

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