



BY EMAIL

**MEDIA RELEASE
FOR IMMEDIATE ISSUE**

February 7, 2006

**Snospree concludes successfully.
Snowflake Draw Winning Tickets Announced!**

The Snospree winter carnival came to its ceremonial conclusion last night as dignitaries stood on the ice at the start of the 3rd period of the Lumber Kings’ game against the Cumberland Grads and made a draw to determine the winners of this year’s Snospree Snowflake draw.

Many wonderfully wintery events went off without a hitch, from the Snospree Snow Ball, featuring a tribute to Johnny Cash to the JJ’s Polar Bear Dip, with 17 brave individuals helping to raise \$4000 for diabetes research to the SXS Boardsports Urban Jib contest and especially Snospree Central in the Pembroke Armouries, hosted by KidZone, presenting the very best in Kids’ entertainment completely free of charge.

At last night’s game, Jayne Brophy, Pembroke Mall manager drew the first ticket, for the first prize of \$1000 Pembroke Mall dollars, donated by Pembroke Mall in support of the City’s Snospree Winter Carnival.

Next, Councillor Romeo Levasseur, Chair of Recreation, drew the winner for the one year family swim pass, a prize donated by the Department of Economic Development, Recreation and Tourism.

Lumber Kings’ Captain Jason Walters, then stepped up to draw the next tickets, a Fred Page Cup and Hockeytown Canada clothing package.

The fourth prize, drawn by Pembroke Mall’s Jane Brophy was a Lumber Kings’ end of season ticket package along with exclusive Pembroke Lumber Kings’ merchandise.

Pembi was also on the ice, supervising the draw to make sure it was fair, along with his new friend, Pembroke Mall’s Friendly Bear.

The winning Snowflake tickets picked out were as follows:

- 1st prize (\$1000 Pembroke Mall dollars) - 0002
- 2nd prize (one year family swim pass) - 1503
- 3rd prize (Fred Page Cup tickets and Hockeytown Canada clothing) - 0271
- 4th prize (Lumber Kings package - clothing and tickets) - 1556

Once the winners are known, we will arrange a photo opportunity with all parties involved.

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