



NEWS RELEASE

Friday, Sept. 25, 2009

2009 IHF World Junior Championship exceeds all expectations \$80.5-million economic impact across Ontario, close to \$700,000 directed to Ottawa minor hockey

OTTAWA - The host organizing committee for the 2009 IHF World Junior Championship, Hockey Canada and the Ottawa District Hockey Association announced today that minor hockey would continue to benefit from the success of last winter's 11-day event with \$697,000 committed to the ODHA and the 2009 IHF World Junior Championship Legacy Fund.

"From the moment we submitted our interest to Hockey Canada to host a world junior championship, we knew that it would be through the strength of a solid host organizing committee, an exceptional volunteer force of more than 1,500 and a supportive host association in the ODHA that would exceed all expectations," said Cyril Leeder, vice-chair of the host organizing committee, 2009 IHF World Junior Championship.

"In championing our efforts and as an active member of the host organizing committee, Eugene Melnyk provided us with a solid base and vision to succeed," added Leeder. "And we did just that by coming through with our promise to reinvest a significant amount in minor hockey in Ottawa and eastern Ontario through the ODHA."

The \$697,000 investment provides \$200,000 directly to the ODHA, which will be utilized by the branch to fund ODHA programs and initiatives. The 2009 IHF World Junior Championship Legacy Fund will administer the remaining \$497,000, which will be made available to ODHA member associations, teams and leagues (including male and female members) through an application process.

"The Ottawa District Hockey Association is one of Hockey Canada's best, and we proved that again by providing many of the 1,500 volunteers for the world juniors, as well as supporting the event by helping it reach record attendance figures," said Richard Waldroff, president of the ODHA. "The experience these volunteers acquired will be the legacy that will benefit the ODHA."

"The legacy fund of \$697,000 commitment to the ODHA will also play a key role in the growth and promotion of amateur hockey players, coaches, administrators and infrastructure for many years to come," added Waldroff.

"As an organizing committee, we're proud of the event and game attendance records we broke, and the revenue levels we exceeded," added Leeder. "The Canadian Sport Tourism Alliance also studied the world juniors impact and found we played an important role in an especially difficult economic period in the country."

"From Canada's New Year's Eve win against Team USA, to Jordan Eberle's goal with 5.4 seconds left in the semifinal, the excitement generated from the world junior championship in Ottawa will be felt for the next generation," said Minister of Municipal Affairs and Housing Jim Watson, MPP Ottawa West-Nepean. "Thanks to the leadership of the Eugene Melnyk, Cyril Leeder and the entire team, the region will also benefit for years to come from the economic impact of the event, and the Government of Ontario was proud to be a supportive partner."

Total event attendance reached 453,282, which was 21 per cent higher than the 2006 world juniors in Vancouver (374,353), and 20,380 fans attended the gold-medal game between Canada and Sweden, the fourth single-game attendance record set during the 2009 event.

Highlights of the Canadian Sport Tourism Alliance economic impact study included the following results: the total economic activity generated for the province of Ontario was an estimated \$80.5 million, almost double the economic impact of \$41 million generated by the 2006 world juniors in Vancouver. Other highlights from the 2009 event included total gross domestic product at \$32.6 million in Ontario, with \$18.4 million occurring in Ottawa; The

tax revenue produced by the event totalled \$15.4 million as follows: federal government, \$7.2 million; Province of Ontario, \$5.2 million; Ontario municipalities, \$3 million, including \$2.1 million in Ottawa. A full copy of the economic impact report is available at www.canadiansporttourism.com.

Leeder said that showcasing the 2009 championship – from the bidding process to the hosting the event - was a community partnership. “We would like to thank our partners in the Province of Ontario, the City of Ottawa, the ODHA, the Ottawa 67’s, and working with Bob Nicholson, Scott Smith and their his staff at Hockey Canada and the IIHF. If we had the chance, we’d do it again,” concluded Leeder.

For more information regarding the 2009 IIHF World Junior Championship Legacy Fund or to download an application form, please visit www.odha.com.

For more information, please contact:

Phil Legault, WJC host organizing committee, 613-599-0327

Andre Brin, Hockey Canada, 403-777-4557

- end -