



\*\*\*\*\*FOR IMMEDIATE RELEASE\*\*\*\*\*

**Your Muskoka Bears Jr. C Hockey Club is gearing up for their inaugural 2024 season**

A proud moment in the history of Junior C Hockey in Bracebridge occurred this past Sunday

With the payment of the franchise fee to Commissioner Terry Whiteside, the Bears were officially welcomed into the 62 team strong Provincial Junior Hockey League (PJHL).

As a member of the 8 team North Carruthers Division strong rivalries will soon be created with nearby teams including Huntsville, Orillia, Midland, Alliston, Stayner, Penetang and Innisfil.

The Bears are a not-for-profit, community funded and managed organization – replicating a highly successful model within the PJHL. 8 members of the management team and 5 additional advisory committee members have a financial investment in the franchise.

Sponsors, donors and fans will be relied upon to provide 100% of the funding necessary to operate the team. To date, stimulated by creative, inclusive marketing initiatives and incredible community interest and participation \$70,000 has been raised. A similar amount committed over the next few months will guarantee a successful 1<sup>st</sup> year launch.

The Bears hit the ice in September '24 - exciting times and sporting memories are ahead for hockey fans in Muskoka! Stay tuned for regular updates.