



For Immediate release

## **Bring Olympic Hockey History Home with McDonald's® Team Canada Mini-Jerseys**

*Iginla, Nash, Thornton, Lecavalier, Brodeur and Sakic grace this year's Mini-Jerseys set*

**February 1, 2006 (Toronto, Ontario)** – Those who can't make it to Torino can still head to their local McDonald's for their own piece of Team Canada Olympic hockey history. Starting February 1 through February 28, or while supplies last, McDonald's Team Canada Hockey Olympic Mini-Jerseys are available for \$2.99 each plus tax at participating McDonald's restaurants across Canada with the purchase of any size fries, drink, hash brown or side salad. A display stand, which includes a stand connector card featuring Wayne Gretzky, Executive Director of Canada's Men's Hockey Team, is also available for \$2.59 plus tax, while supplies last. Quantities of both the Mini-Jerseys and the stands are limited. Mini-Jerseys are available in sequence, and details are available in-restaurant.

"As a long-time supporter of Canadian hockey, we're thrilled to be offering our customers a way to take their enthusiasm for the sport home as they cheer for their Olympic team," says Laurie Laykish, Vice President of National Marketing, McDonald's Restaurants of Canada Limited. "Our McDonald's Team Canada Hockey Olympic Mini-Jerseys connect our customer to the game and to their Olympic hockey heroes."

### **The complete Mini-Jersey line-up includes:**

- **Joe Sakic** (Black) – Sakic is captain of the Colorado Avalanche and is captain of Team Canada at the 2006 Olympic Winter Games in Torino.
- **Jarome Iginla** (White) – Iginla is the captain of the Calgary Flames and was the 2004 winner of the King Clancy Memorial Trophy, for the player who best exemplifies leadership qualities on and off the ice.
- **Rick Nash** (Red) – Nash plays forward for the Columbus Blue Jackets and was one of the NHL's top scorers in 2004.
- **Vincent Lecavalier** (White)– Lecavalier is a member of the reigning Stanley Cup Champion Tampa Bay Lightning and was the 2004 World Cup MVP.
- **Martin Brodeur** (Red) – Brodeur plays in goal for the New Jersey Devils and was the 2004 winner of the Vezina Trophy, an annual award for the best goalie as voted on by the head coaches of NHL clubs.
- **Joe Thornton** (Black) – After starting the 2005-2006 NHL season with the Boston Bruins, Thornton recently joined the San Jose Sharks.

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Each of the six fabric Mini-Jerseys is emblazoned with the name of one of the NHL's top stars, all making an appearance at the Torino 2006 Olympic Winter Games as part of Team Canada. In addition, the six different designs will feature two Team Canada Home (White), two Away (Red), and two Alternate (Black) jerseys.

"It is organizations like McDonald's that help Hockey Canada bring the excitement of the game to our fans," says Scott Smith, Senior Vice President, Hockey Operations, Hockey Canada. "The McDonald's Team Canada Hockey Olympic Mini-Jerseys are truly unique and will enable hockey fans across the country to show off their excitement as Team Canada goes for the Gold."

#### **About McDonald's Canada and Hockey**

McDonald's Canada's involvement in Canadian hockey spreads from grassroots to glory. McDonald's supports teams and players from house league Pre-Tyke all the way to the NHL, including the Toronto Maple Leafs, Vancouver Canucks, Ottawa Senators, Montreal Canadiens and Edmonton Oilers.

#### **About McDonald's and the Olympics**

McDonald's commitment to the Olympic Movement began in 1968, when the company airlifted hamburgers to U.S. athletes in Grenoble, France. Since then, McDonald's has served its menu of choice and variety to millions of athletes, their families and their fans. The Torino 2006 Olympic Winter Games mark McDonald's fifth Olympic Games as a TOP Global Sponsor and its sixth as the Official Restaurant of the Olympic Games. McDonald's sponsorships will continue through the 2012 Olympic Games in London.

#### **About McDonald's Canada**

McDonald's is the leading foodservice company in the world. McDonald's Restaurants of Canada Limited and its Canadian franchisees own and operate more than 1,375 restaurants and employ more than 77,000 Canadians coast to coast. Approximately 65 per cent of McDonald's Canadian restaurants are locally owned and operated by independent entrepreneurs. For more information about McDonald's Canada, visit the company's web site at [www.mcdonalds.ca](http://www.mcdonalds.ca).

**For more information, please contact:**

McDonald's Canada Media Relations (877) 786-3342 or [www.mcdepk.ca](http://www.mcdepk.ca).