



News Release

For Immediate Release

October 29, 2020

Jr. Oil Barons and Bouchier solidify their relationship with a multi-year agreement to take Elite hockey to new levels.

Bouchier and Fort McMurray Minor Hockey's Elite Hockey Stream, the Jr. Oil Barons have come to a monumental agreement that will support the program for a guaranteed 3 years, with an optional 2-year extension. Over the 3 years, Bouchier will be donating \$225,000.00 that will provide support to 7, A & AA teams, Players & Coach Development and a Scholarship Program that will assist youth taking their hockey to next levels.

Nicole and David Bouchier are no strangers to Jr. Oil Baron hockey. With all three of their boys involved in the program over the past 10 years, they have found themselves both fans as parents and sponsors through their 100% Indigenous Owned Company, Bouchier.

The decision to grow this relationship originated from the desire to help youth take their hockey and leadership skills to a new level. David, a lifelong hockey fan, has been exploring the idea of how Bouchier can make a larger impact on the game and the players who have big dreams to play elite level sport. "Growing up in Fort Mckay we spent many hours on our outdoor rink. With support like this I am sure some of our local players would have had a better chance of taking their skills to the next level." said David Bouchier, President & Co-Owner, Bouchier.

Current and past leadership of the Fort McMurray Minor Hockey program have worked tirelessly to grow the hockey program in our region over the past 4 years, through policy and governance changes, increased player and coach development and the additions of A Division level teams, the Inclusive Royals and the all female teams, the Huskies.

VP of Elite Jody Seymour beamed, "Bouchier has been a long-time supporter of many of our teams and events and we are so grateful. We are ecstatic about this new partnership. Having one name for all of our teams is awesome and this level of support will drive development throughout the region."

"I am excited to see what consistent investment in the program will do to further grow high level hockey and high-level leaders in Wood Buffalo" says Nicole Bourque-Bouchier, CEO & Co-Owner, Bouchier.

Bouchier is proud to support the Jr. Oil Barons program. The investment is just one piece of their over \$300,000.00 annual give to the region, ensuring on-going support of our Wood Buffalo families. Bouchier is a firm believer that supporting our local organizations is most important now, more than ever, during these unprecedented times.

The formal announcement and ceremonial puck drop will take place this weekend as the Bouchier U15 AA Jr. Oil Barons take the ice, 6:30pm Saturday October 31 @ the Frank Lacroix Arena. Due to COVID 19 regulations the games are not open to the public. However, you will find their live stream by following them on FB.

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