



## HOCKEY HALL OF FAME LAUNCHES LEGACY OF LEGENDS SWEEPSTAKES \$20,000 GRAND PRIZE / TICKETS AVAILABLE AT [HHOFCONTEST.CA](https://hhofcontest.ca)

**TORONTO (June 23, 2023)** – The Hockey Hall of Fame (HHOF) announced today the launch of the *Legacy of Legends Sweepstakes* with net proceeds in support of HHOF's mission to celebrate and grow the game of hockey and to preserve the rich history of Canada's national winter sport.

"We invite hockey fans across the country to make an *assist* on our *Legacy of Legends* campaign goal with a chance to win great prizes", said Lanny McDonald, Chair of the HHOF Board of Directors. "Through this special fundraising initiative, the Hall will continue to inspire, entertain and educate fans of all ages by making enhancements to its museum attraction and outreach programs."

The *Legacy of Legends Sweepstakes* grand prize winner will receive \$20,000. In addition, there will be five secondary prize winners who will receive a "Hockey Hall of Fame 2023 Induction Weekend/Celebration" VIP experience, including WestJet airline travel, Le Germain Maple Leaf Square hotel accommodations and tickets to Induction Weekend events for two individuals. There will also be weekly draws for a \$500 gift card for the Hockey Hall of Fame online store.

Canadian residents outside of Quebec and over the age of 18 are eligible to purchase tickets at [HHOFContest.ca](https://hhofcontest.ca). The weekly draws will take place every Monday at 1:59 PM ET, starting on June 26, 2023. The grand prize and secondary prize winners will be drawn on September 5, 2023, at 1:59 PM ET. As a special offer, when customers purchase \$50 or more in sweepstakes tickets, they will receive 50% off admission for a family or group of four to the Hockey Hall of Fame in downtown Toronto. Sweepstakes inquiries can be sent to [contest@HHOFContest.ca](mailto:contest@HHOFContest.ca)

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The Hockey Hall of Fame ("HHOF") was established in 1943 to honour and memorialize individuals who have brought special distinction to the game of hockey and those who made outstanding contributions to the development and advancement of hockey anywhere in the world, and to collect, research, preserve, exhibit and promote objects, images and other historical materials connected with the game at all levels. As a not-for-profit corporation and registered charity, HHOF owns and operates a museum and place of entertainment offering state-of-the-art exhibits, theatrical presentations and educational programming from its premises at Brookfield Place, Toronto, and a multi-purpose archive, resource centre and research facility located at 400 Kipling Avenue, Toronto.

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