



THE STRATFORD HOCKEY CLUB INC.

P.O. BOX 21042, STRATFORD, ON N5A 7V4

**24-MAY-2017
FOR IMMEDIATE RELEASE**

During the summer of 2016, the Stratford Hockey Club made the decision to update its logo. At the same time, the Stratford Minor Hockey Association was considering a similar decision. It had long been the goal of both organizations to proudly wear the same logo — a shared common identity for Stratford hockey players!

On October 24, 2016, in collaboration with each other, the two associations embarked on a search for a new logo and invited the public to enter a logo design contest. Posters were printed and distributed. Tweets were sent and Facebook updated with the details. Local media outlets shared the news. At midnight of February 28, 2017 the contest closed. Participation was awesome! In all, approximately 175 entries were received. These were not only from Stratford but literally worldwide — Canada, the United States, Europe and the Far East. The Warriors name was interpreted in many different ways.

The most unique entries came in the form of 54 hand drawn images from the students of Jeanne Sauve School in Stratford. Most were from Grade 1 but included some from the upper grades. Three entries from this group made it into the committee's top 20 selection. The committee of seven with members from the Stratford Hockey Club and Stratford Minor Hockey met again to narrow their selection from 20 down to 3. Tough job! Even more difficult was the selection of the winning entry — a process that took a both a meeting and the weekend to think it over. The final selection, however, was unanimous. It met all the criteria and more!

The committee's final selection was then taken to each organization for approval. Again, the decision was unanimous.

We hope everyone loves the new look and invite you to the launch of our new and exciting Stratford Warriors logo...

STRATFORD WARRIORS – LOGO UNVEILING

6:30pm THURSDAY, JUNE 1, 2017

**MAIN LOBBY, WILLIAM ALLMAN MEMORIAL ARENA
15 Morenz Drive, Stratford**

QUESTIONS? CONTACT JOHN COSSEY 226-921-4051 OR BILL WHITTEMORE 519-272-4503

Attachment: "And the winner is..."



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"AND THE WINNER IS..."

While the new logo won't be unveiled until Thursday, June 1st, we are very pleased and proud to announce the winner of our contest — Designer, Ad Guy and Artist....

MIKE LEE

Mike grew up in Listowel, Ontario where his first job at the age of 13 was catching chickens for local farmers. 11 years later, he created his first advertising campaign for the Egg Farmers of Canada. Coincidence? Probably.

For the last 17 years Mike has worked as an award winning art director and creative director at some of the top advertising agencies in Canada including Leo Burnett, McCann Canada, TAXI Canada, and Bensimon Byrne.

He has created memorable campaigns for some very big brands including MasterCard (Canada and globally), Kraft, Capital One, Koodo, MINI, Trillium Gift of Life, CFL, Ontario Ministry of Health, and Joe Fresh to name a few.

His creative has been recognized internationally at One Show, Cannes, D&AD, Communication Arts (Advertising, Design, Illustration and Photography categories), and The Effies award shows.

Mike completed his first full marathon in October of 2015 and is hoping to one day qualify for the Boston Marathon. These days his training amounts to running around after his 7-year-old daughter Olive and 2-year-old son Fred. Watch out Boston.

Mike's success would not have been possible without the love and support of his wife of the last 10 years, Ramona. In August of 2016 Ramona and Mike embarked on their latest adventure, making Stratford their home after 20 years in Toronto. Mike hopes to put his marketing savvy and drive for creative excellence to good use servicing the businesses of Stratford and surrounding area.

Mike's work can be seen here: mikefredlee.tumblr.com

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