

June 22, 2016

Press Release

Forty-one years ago in 1975, Culliton Brothers Limited – now Culliton Inc. began its sponsorship of Stratford's Junior B Hockey team (at that time the Warriors). As part of the sponsorship agreement the Junior B team would be named The Stratford Cullitons. In the 41 years as the Stratford Cullitons the team has enjoyed significant success, winning seven Ontario Junior B championships, 21 first place finishes in League Play, 18 Midwestern Junior B league titles and 2 Ontario Winter Games Championships. Quite remarkably over 30 players have gone on to NHL careers, as well as hundreds more to the ranks of US and Canadian University/College programs.

The team sponsorship agreement between Culliton Inc. and Stratford Hockey Inc. expired in May of 2016 and the decision was taken by Culliton Inc. to not renew the sponsorship agreement. Over the years and especially in the last ten years, Culliton Inc. has taken steps to broaden its sponsorship program in the Stratford and London communities. The Culliton Inc. sponsorship program has included the Stratford Hospital Foundation, the London Health Sciences Children's Health Foundation, the Stratford Shakespearean Festival, the Stratford and Perth Community Foundation, the United Way, the Stratford Discovery Centre, the Perth Museum and the Stratford Recreation Complex to name but a few initiatives. Along this line, Culliton Inc. has not only sought to broaden its sponsorship base, but move away from long-term commitments to any one group or project. It is for these reasons that they have decided to not extend the sponsorship contract with the hockey team.

"The Stratford Hockey Club Inc. has enjoyed a very longstanding and enduring relationship with Culliton Inc. Our success on the ice, in our community and across the province of Ontario has been possible, in part because of the generous support of the team by Culliton. On behalf of our Board, Staff, team members and fans, we say a heartfelt thank you to Tim and Keith Culliton and the team at Culliton Inc." said team President Jerry McEwin.

"Culliton Inc. is proud of our association with the Stratford Junior B Hockey Club. We are grateful for the many friendships we have developed and the success the team has had over our 41 years as Team Sponsor. We say thank you- to the team executives, board of directors, coaches, training staff and players for all they have done to bring great sports entertainment at the Junior B level to the Stratford Community" – Tim Culliton, President & CEO, Culliton Inc.

Stratford Hockey Inc. has confirmed that for the upcoming season the Stratford Junior B team will again be named Warriors, a distinctive return to our hockey roots. Stratford Hockey Club Inc. will be offering more details in the coming weeks regarding the 2016- 17 season and new sponsorship and support opportunities available to local businesses.