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REEBOK AND THE NHL CHALLENGE HOCKEY FANS TO FIND THE LOST LOGO AT NHL WINTER CLASSIC 2009

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Unique Sweepstakes Will Reward Two Lucky Fans with Once-in-a-Lifetime Stanley Cup Experiences

Canton, MA / New York, NY (Monday, December 8, 2008) – In celebration of one of the National Hockey League's most anticipated events – the NHL Winter Classic™ 2009 – Reebok is offering fans an unprecedented experience through "NHL Winter Classic Reebok Lost Logo Challenge," a unique contest for both U.S. television viewers and in-stadium attendees that challenges fans to find the NHL player who is missing the Reebok logo from his jersey.

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On New Year's Day, 2009, Reebok will give each of the more than 40,000 fans who attend the NHL Winter Classic game between the Detroit Red Wings and Chicago Blackhawks at Wrigley Field a pair of binoculars to find the NHL player on the ice without a Reebok logo. Fans in the stands and those watching on television will have a chance to win. In-stadium contestants will be asked to enter via text or phone, while those tuning in on television will be able to enter online.

To register automatically in-stadium, fans must text the word "Reebok" to 81812 or call the toll free number 877-645-8181. A reply text will ask for their seat location, after which, another text will ask them for the name of the player without the Reebok logo. Viewers at home will be able to participate in the contest by logging onto Reebokhockey.com and filling out the entry form.

The contest will run throughout the first and second periods. When the second period buzzer sounds, all participants who correctly identify the player will be entered into a random drawing. The in-stadium winner will be announced via the stadium video board during the third period. The winner viewing on television will be notified by phone during the third period. The winning viewer's name will be posted on Reebokhockey.com on Jan. 2.

"We are excited to team up with the NHL in this unique contest that not only celebrates the NHL Winter Classic, but also underscores Reebok's position as the authentic outfitter of the NHL." said John McMahon, Director of Marketing for Reebok Sports Licensed Division. "We are in a unique position to be able to offer a contest like this and lucky to have the support of a great partner like the NHL."

Each winner will receive a hockey trip of a lifetime - a Stanley Cup trip for four, that includes airfare, hotel accommodations, ground transportation, and tickets to a Stanley Cup Final Game. Winners will watch the game with an NHL legend. They also will enjoy a private viewing of the Stanley Cup and a \$1,000 shopping spree at NHL.com.

"On New Year's Day, hockey fans everywhere will come together to celebrate the game they love and witness history as the Detroit Red Wings and Chicago Blackhawks take to the ice at Wrigley Field." said Brian Jennings, NHL Executive Vice President of Marketing. "Through our partnership with Reebok we are creating a call to action to all hockey fans turning in and instadium and providing a new and exciting way for them to participate in the NHL Winter Classic."

To enter, fans must be legal U.S. residents, 18 years or older. A full set of contest rules and regulations will be distributed with the binoculars

to fans entering the stadium. Fans at home will find full rules and regulations at Reebokhockey.com.

The Chicago Blackhawks will play host to the Detroit Red Wings at Wrigley Field in NHL Winter Classic™ 2009 on New Year's Day. The game will be the 701st all-time meeting of the clubs – no NHL opponents have played more regular-season games against each other. Face-off is at 1p.m. ET/Noon CT. NBC will provide live broadcast coverage of the game in the U.S. In Canada, CBC and RDS will televise the event live. NHL Network in the U.S. and Canada will provide live broadcast coverage, including the team outdoor practices on December 31 and pre-game and post-game shows on New Year's Day. NHL Radio will provide coverage for radio stations across North America and NHL.com will provide extensive digital video coverage. NHL Winter Classic 2009 will be the second regular-season outdoor NHL game played in the United States and the third regular-season outdoor game in League history.

About Reebok

Reebok International Ltd., headquartered in Canton, Massachusetts, is a leading worldwide designer, marketer and distributor of sports, fitness and casual footwear, apparel and equipment. A subsidiary of the adidas Group, the company operates under the multiple divisions of the Reebok brand, Reebok-CCM Hockey and the Sports Licensed Division. For more information, visit Reebok at www.reebok.com.

About the NHL

The National Hockey League, founded in 1917, is the second-oldest of the four major professional team sports leagues in North America. Today, the NHL consists of 30 Member Clubs, each reflecting the League's international makeup, with players from more than 20 countries represented on team rosters. According to a Simmons Market Research study, NHL fans are younger, more educated, more affluent, and access content through digital means more than any other sport. The NHL entertains more than 100 million fans each season in-arena and through its partners in national television (VERSUS, NBC, TSN, CBC, RDS, RIS, NASN, ASN and NHL Network) and radio (NHL Radio, Sirius XM Radio and XM Canada). Through the NHL Foundation, the League's charitable arm, the NHL raises money and awareness for Hockey Fights Cancer and NHL Youth Development, and supports the charitable efforts of NHL players. For more information on the NHL, log on to NHL.com.

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