

Score Your Own Hockey Pin Collection

Free Press helps readers collect pins honouring Canada's team

Friday, January 13th, 2006

STARTING today, Free Press hockey fans and collectors will have a chance to build a lasting memento to Canada's men's hockey team as it prepares to chase for gold in Turin, Italy. The world's defending hockey champions are saluted with The Hockey Canada 2006 National Men's Hockey Team Official Pin Collection. This collection includes a full-colour, glossy collectors' album and 24 cutting-edge pins. The pins feature the 23 players from Canada's team heading to Turin, plus there is an exclusive Hockey Canada commemorative pin. The collectors' album features player photos and facsimile signatures, plus a special place to hold each of the 24 pins. Build your own team with the Free Press leading up to Turin.

To start this prestigious collection, get your free Hockey Canada Pin Album with the coupon in the Free Press today. Then, tomorrow, and for 24 consecutive days, a special 'pin coupon' will be printed in the Free Press for readers to take to a participating retailer to purchase that day's collector pin for only \$2.99 plus taxes. There's a new pin every day, so be sure to collect the whole set. The first pin will be goalie Martin Brodeur. We can't tell you the rest of the order, and each day will be a surprise as a new player pin comes available. Free Press marketing and promotions manager Marnie Strath says the collection will once again be a fan's dream.

"The pins are very popular and this is the most popular set we do. We're definitely a hockey province," said Strath. "If we win gold the value of the collection will go up and this will be like each individual fan's own gold medal." "The pins are beautiful and of very high quality," said Strath. "It's a quality set and excellent value. Pins of this calibre often sell for upwards of \$7." Fans are already planning and looking forward to building their sets. "I had a father call and ask me when we were starting," said Strath. "He and his four-year-old son are excited to begin collecting. I think it's great that families are doing it together and getting involved in the spirit. It's a way for people to feel part of the event and the team." Brodeur, defencemen Rob Blake and Chris Pronger and forwards Jarome Iginla, Joe Sakic and Ryan Smith are just some of the players featured in this collection. All 23 players from our squad will be included. Flashy Vincent Lecavalier, sniper Dany Heatley, rock solid Adam Foote and smooth Wade Redden are all part of the package. Canada will once again be a gold-medal contender and this is your chance to have a memory of the team and get behind the boys as they get ready to take on the world in Turin. Collect on your own, with a friend or involve the whole family. Get to know our team and have a keepsake to remember the chase for gold for years to come.

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**BRING HOME THE WORLD'S
#1 HOCKEY TEAM**
with **HOCKEY CANADA'S 2006 Official Pin Collection**

HOCKEY CANADA
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