

MEDIA AND PARTNER SHARING KIT

Celebrating 20 years of Kraft Hockeyville in 2026

SPENCERVILLE ARENA
more than a rink

Contact

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EDWARDSBURGH CARDINAL

Dear Hockeyville Teammates,

Thank you for joining us in championing the Spencerville Arena for Kraft Hockeyville 2026!

This competition is about more than a rink. It's about the people, families, and communities that come together on and off the ice. Your support helps share that story with all of Canada, and we are grateful to have you on our team.

This kit is packed with content and information to make sharing our campaign easy. If you need anything else, I'm always happy to help.

-Wendy (on behalf of the Ad Hoc Hockeyville Committee)

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About Kraft Hockeyville

Kraft Hockeyville is a national competition that celebrates the spirit of hockey in communities across Canada. Each year, communities nominate a local arena that plays a vital role in bringing people together, supporting youth sports, and strengthening local identity.

2026 marks 20 years of Kraft Hockeyville. Over the past two decades, the program has helped improve arenas across the country, particularly in small towns and rural communities where rinks are central gathering places.

NEW!

The 2026 competition format:

- The competition begins with the **Nomination & Rally** phase, during which communities across Canada submit stories explaining why their community should be the next Kraft Hockeyville.
- Judges will review the nominations, calculate the total scores, and **select a winner from every province and territory**-each receiving \$50,000 for arena upgrades, or more, if the community advances to the Top 2.
 - 80% of your community score is based on the content of your story submission; 20% is from Rally points earned during the nomination and rally phase.
- The judges will announce the **Top 2** finalists selected from the Provincial and Territorial winners, who will then compete head-to-head in a nationwide **vote** to determine the Kraft Hockeyville 2026 grand prize winner!
- The grand prize winner will receive \$250,000 in arena upgrades and an NHL® preseason game hosted in the winning arena or nearby facility
- The runner-up community will receive \$100,000 in arena upgrades.

Phase	Start Date	End Date
Nomination and Rally	January 1, 2026	March 1, 2026
Judging	March 2, 2026	March 14, 2026
Provincial & Territorial Winners Announcement	March 14, 2026	March 14, 2026
Top 2 Announcement	March 21, 2026	March 21, 2026
Voting	April 3, 2026 at 9:00 a.m. ET	April 4, 2026 AT 5:00 p.m. ET
Winner Announcement	April 4, 2026	April 4, 2026

For more information and official rules, visit: <https://hockeyville.kraftheinz.com>

About the Spencerville Arena

For more than 55 years, the Spencerville Arena has been more than a rink for families across Eastern Ontario. Built by community volunteers, it remains a place where children learn to skate, teams grow together, and neighbours gather. It's a cornerstone of rural life in Edwardsburgh Cardinal.

Quick facts

Opened: 1967 in celebration of Canada's Centennial year

Seating capacity: ~500 spectators

Daily use in season: 500 on weeknights and up to 800 on Saturdays and Sundays

Number of user groups: 40 to 50 teams and community organizations

Who uses the Spencerville Arena?

The Spencerville Arena serves families, players, schools, and community groups from across Eastern Ontario. A wide range of competitive and recreational teams and tournaments make it a shared regional rink, not just a local one.

- Youth hockey programs
- Men's and Ladies' recreational leagues
- Free public skating (Public, Parent & Tot, Senior/Adult)
- Local schools (free use during the season)
- Community tournaments and events



But it's more than hockey

The Spencerville Arena is truly *more than a rink*. It supports year-round community uses, including:

- Spencerville Fair
- Large-scale dog shows
- Indoor summer pickleball
- Girls Inc. summer camps
- Community gatherings and special events

This multi-purpose use highlights the arena's role as a regional hub.



Major renovations and upgrades (1994 to 2022)

The Township has made repeated investments in the arena to extend its lifespan, keep it safe, and meet the needs of a growing community:

- New floor, compressor upgrades & glycol system (1994)
- New change room (1998)
- New Zamboni (2009)
- Lighting upgrade (2010)
- 30 HSP compressor (2015)
- New header trench (2016)
- New chiller (2019)
- New dehumidifier (2022)

Further investment is needed to modernize the facility for accessibility, energy efficiency, and long-term sustainability to ensure the Spencerville Arena remains more than a rink for generations to come.

Why we're competing for Kraft Hockeyville 2026

The Spencerville Arena is *more than a rink*. It's where friendships are made, families gather, and small-town hockey comes alive.

After more than five decades of use, the Spencerville Arena needs modernization to be accessible and sustainable. Kraft Hockeyville funding would help make this gathering place *more than a rink* for generations to come.



How partners can help

When nominations open on January 1, the most meaningful support our partners and neighbouring municipalities can provide is to:

- Encourage your neighbours and organizations (many of whom already play, skate, or volunteer here) to submit stories, photos, and comments supporting the Spencerville Arena at www.krafthockeyville.ca
- Share our campaign content on your municipal channels to help build regional momentum. Highlight how hockey connects our small towns. Friendly rivalries, shared ice time, and cross-community teams show why supporting the Spencerville Arena is a win for all of Eastern Ontario.



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youtube.com/townshipofedwardsburghcard987

How to submit a story

Starting January 1, 2026

Kraft Hockeyville stories are the heart of the competition. A single story makes our arena eligible, but many stories make us competitive. Every written or video story earns 10 rally points for the Spencerville Arena and directly influences our score.

Build your story



A story submission can be written (between 150 and 1,000 characters per question) or video (maximum 2 minutes)

Your story must answer these three questions:

1. Tell us about your community's spirit and its passion for hockey.
2. Why is the Spencerville Arena important to you, your family, and your community?
3. How would you use the \$250,000 to upgrade and improve the Arena?

Submit your story

1. Visit krafthockeyville.ca
2. Search for Spencerville Arena in the arena finder
3. Create an account (email + password) if it's your first time on the site
4. Upload your story

BONUS

Earn more rally points by uploading photos, reacting to other stories or adding a note to the community board

Rules



Kraft Hockeyville requires that stories and photos:

- ✓ Be original and written by you.
- ✓ Only include people who have given permission to be featured.
- ✗ Not include copyrighted material without permission.
- ✗ Not include inappropriate content, profanity, political messages, or dangerous activities.

Visit www.krafthockeyville.ca for a complete list of rules.

Partner social media content

Support the Spencerville arena through your social media channels, starting January 1, 2026. We'll share updates to our campaign on our website at www.twpec.ca/hockeyville.

Suggested text	Download these images
<p>We're proud to support the Spencerville Arena in the Kraft Hockeyville competition. Cheer them on by sharing a story, photo or encouraging note for the Spencerville Arena at KRAFTHOCKEYVILLE.CA</p> <p>#MoreThanARink #Hockeyville2026</p>	 <p>https://www.twpec.ca/media/yq2ki5u5/hockeyville-social-share-1.png</p>
<p>Hockey connects all our communities. Our teams play together, our families travel together, and our memories are shared across our rinks. That's why we're supporting the Spencerville Arena for Kraft Hockeyville 2026.</p> <p>Share a story, photo or encouraging note for the Spencerville Arena at KRAFTHOCKEYVILLE.CA</p> <p>#MoreThanARink #Hockeyville2026</p>	 <p>https://www.twpec.ca/media/bfqdluok/hockeyville-social-share-2.png</p>
<p>Many of our local players have skated or played in Spencerville. Share a photo or drop a like for the Spencerville Arena at KRAFTHOCKEYVILLE.CA to help the arena win \$250,000 in upgrades.</p> <p>#MoreThanARink #Hockeyville2026</p>	 <p>https://www.twpec.ca/media/n3ynyubg/hockeyville-social-share-3.png</p>