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news release

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Young Canadian Athletes Score Big On and Off the Ice with VIP Sunkist® Hockey Camp Sweepstakes

In partnership with the prestigious Okanagan Hockey School, the program is an opportunity for 15 Canadian kids to develop their skills with training from some of Canada's top coaches

Toronto, ON (February XX, 2014) – Sunkist is once again giving young Canadian athletes the chance to win the ultimate hockey experience at the prestigious Okanagan Hockey School.

The VIP Sunkist® Hockey Camp promotion, which runs from January 6 to April 21 of this year, offers Canadians the chance to win one of 15 Grand Prize trips for one child (age five to 17) and their parent or legal guardian to experience and train at the Okanagan Hockey School. Players will receive coaching from past NHL stars including Mike Needham and Robert Dirk, as well as former Canadian National Team member and three time Olympic Gold Medal winner, Gina Kingsbury.

“It’s so inspiring to see the hard work, passion and dedication that these young athletes display during the VIP Sunkist Hockey Camp” said Julie DeWolf, Sunkist’s director of retail marketing. “We want to help these players get the energy they need to perform at their full potential. Full of vitamin C and other healthy nutrients, Sunkist navel oranges are the perfect snack to energize players during a big game or practice.”

Located in Penticton, B.C., the Okanagan Hockey School is designed to train all levels of players and teach the fundamentals of the game, including the importance of maintaining a healthy diet.

“Whether you’re playing hockey in the NHL or in a local house league, it’s important to do the little things on and off the ice,” said coaching legend Pat Quinn and the grandparent of former Okanagan Hockey School students. “The VIP Sunkist Hockey camp gives youth the opportunity to learn and teach each other the value of leadership and sportsmanship, skills that are just as important as working on your shot or puck handling.”

To help young athletes train in their hometown, the sweepstakes also offers participating Canadians the chance to win one of 15 Sunkist Hockey Rink Survival Kits filled with an Okanagan Hockey School hockey puck, water bottle, practice jersey, workout shirt, thermal mug and a pair of Sunkist seat warmers, plus a \$50 gas card.

Canadians can enter the sweepstakes through a dedicated website, www.sunkisthockey.com, as well as on their mobile phone by text message or by scanning the QR code of specially-marked Sunkist navel orange packaging. No purchase is necessary to enter the contest. For more information, please visit www.sunkisthockey.com.

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