



GTHL and Pizza Pizza Announce “Pic of the Week” Contest

Winning Pictures Posted on GTHL Web-Site

TORONTO (Thursday, September 4, 2007) - The Greater Toronto Hockey League today announced the continuation of the Pizza Pizza “Pic of the Week” contest operated with the support of Pizza Pizza.

The Pizza Pizza “Pic of the Week” contest was first launched in 2004 and allows participants and their families to submit GTHL game action pictures to be posted on the GTHL web site. Each week a winning photo will be selected. The individual who submits the winning photo will receive a free voucher for a large 3-topping pizza (which includes tax and delivery, a \$20.00 value).

GTHL President John Gardner said, “This contest was incredibly popular the last three seasons. It provides our membership with a fun and interactive forum while allowing us to celebrate and recognize the participation of the players. The support of Pizza Pizza on this and other GTHL ventures further displays its commitment to supporting the grass roots of hockey.”

Pat Finelli, Vice-President of Marketing for Pizza Pizza, said the company’s partnership in the popular contest is compatible with its business philosophy. “Above all, Pizza Pizza is people-oriented, placing a major emphasis on the importance of giving back to the communities in which it conducts business. Minor hockey programs are an integral part of our communities, so it’s only natural for Pizza Pizza to support an initiative that involves a broad cross-section of these neighbourhoods.”

The contest will begin the week of September 10 and each weekly winner will be announced on Fridays at noon, with the winning photo being posted on the front page of the GTHL web site.

Contest submissions can be made via email to picoftheweek@gthlcanada.com. Pictures must be sent as a jpeg file.

The Greater Toronto Hockey League is the largest amateur hockey league in the world. There are over 40,000 children registered annually in the GTHL.

Pizza Pizza Ltd. is one of Canada's most popular and successful pizza restaurant operations, with more than 500 locations across Canada. The company is guided by a mission to provide the "best food, made especially for you" and proudly supports hundreds of local sports leagues, teams, and other community groups through donations, sponsorships and various other programs.

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