



PRESS RELEASE

April 16, 2010

INFORMATION FOR MEMBERSHIP AND SPONSORSHIP DRIVE

Where We Have Been:

After our first season in 2008-09 we had more Coaches (3) than wins (2), a sixth place finish, and a debt load of \$30,000. We also had a whole lot of support to move forward to 2009-10. Looking ahead to our second season we planned to win more games than two and bring in more revenues than expenses.

Where We Are Now:

Following our second season we can report 1 Coach, 20 wins, and a third place finish. We must also report a loss during the 2009-10 season, due largely to the failure of two major sponsors to meet their commitments.

Where We Are Going:

We have completed our post season review and made our plans to move forward and upward in the 2010-11 season. We are targeting to move up one place in the standings, decrease our expenses and increase revenues.

How We Are Going to Get There:

Our on ice performance will improve by staying stable with our Coach, the experience and growth of twelve returning players, and bringing in ten new exciting players. Our financial situation will turn around based on our realistic assessment of the past year and changes for next year that include: purchase of a team bus to reduce travel costs, formation of a booster club committed to new fundraising activities, increased game attendance, and reduction of expenses in several areas. Please see the attached page for a summary of these financial plans. The team bus is being financed by five generous sponsor/investors. The booster club will be introducing fundraising activities in the Spring and over the summer. And, as we all know, a winning team will **draw more fans**.

What's Coming That You Can Help With:

Improvement will result from planning, commitment, preparation, and execution. We are improving our performance and need your help with the following activities:

- Booster Club formation and fundraising activities
- Sponsorship and Membership drive
- Flyers Annual General Meeting
- Participation in Bearskin Airlines Annual Golf Classic
- Participation in Flyers Golf Tournaments

We look forward to working with you to make next year our best yet. Thank you for your continued support of Flyers Jr. A Hockey in Sioux Lookout — with an average attendance over 300 per home game, we are the biggest show in town.

Doug Lawrance, President