



FOR IMMEDIATE RELEASE

Cavendish Farms named title sponsor of the U SPORTS University Cup for third straight year

November 28, 2018

LETHBRIDGE, Alta. – Cavendish Farms announced Wednesday that it is throwing its support behind the University of Lethbridge Pronghorns as the title sponsor of the 2019 U SPORTS University Cup Men's Hockey National Championship.

The sponsorship continues a relationship between Cavendish Farms and U SPORTS that has seen the processor of frozen potato products support the men's national championship on multiple occasions – most recently the last two editions at the University of New Brunswick. Cavendish Farms also held the title rights to the tournament from 2007 to 2012.

“Cavendish Farms is pleased to return as the title sponsor of the 2019 U SPORTS University Cup Men's Hockey National Championship in Lethbridge,” said Robert K. Irving, President of Cavendish Farms. “Having been involved in the past, we know this national championship produces hockey that is high caliber. We're happy to partner with the University of Lethbridge Pronghorns to bring this event to the community and hockey fans alike.”

Cavendish Farms is currently building a state-of-the art frozen potato processing plant in Lethbridge to replace its existing facility. The plant will start up by fall 2019.

The eight-team tournament, featuring the host Pronghorns men's hockey team, takes place from March 14 to 17, 2019 at the ENMAX Centre, home of the WHL's Lethbridge Hurricanes. It will mark the first time the men's hockey national championship has been held in Alberta since 2006 and only the third time it's been in the province in the last 30 years. The winner will be awarded the David Johnston University Cup, named after the former Governor General of Canada.

“We're thrilled to have Cavendish Farms support this outstanding tournament as the title sponsor,” said the U of L's Ken McInnes (BA'91, BMgt'97, Mgt Certificate '02), Executive Director, Sport & Recreation Services. “That they are excited to come on board as a major contributor to this event speaks well to their commitment to our community. This is a unique circumstance where we get



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the chance to host an event of this caliber and the involvement of Cavendish Farms will only add to the experience.”

“We are excited to once again welcome back Cavendish Farms as title sponsor for the 2019 University Cup,” said U SPORTS President and CEO Graham Brown. “Year after year, Cavendish Farms has backed our Men’s Hockey National Championship – one of the most exciting events on the U SPORTS calendar. We look forward to continuing our longstanding partnership this March on the ice in Lethbridge.”

Cavendish Farms has a long-standing history of supporting its employees and their communities through charitable donations, sponsorships and employee volunteer opportunities. They support a wide range of activities and organizations, focusing on education, sports, community infrastructure and wellness initiatives.

Ticket packages for the 2019 U SPORTS Cavendish Farms University Cup Men’s Hockey National Championship are on sale through the ENMAX Centre box office. Full tournament packages (featuring all eight games) are \$160 for adults, \$136 for seniors and \$100 for students.

To engage with U SPORTS, Pronghorns hockey and the national championship event on social media, follow @USPORTS_hockey, @HornsHockey on Twitter and @USPORTSCanada and @Pronghorns on Facebook.

About Cavendish Farms

Cavendish Farms is a family-owned company that produces quality frozen potato and appetizer products for the North American and international food industry, supplying customers in the retail and restaurant sectors. They operate four potato processing plants – one in Lethbridge, two on Prince Edward Island, and one in Jamestown, North Dakota. They also operate a fifth plant specializing in appetizer products in Wheatley, Ontario. Cavendish Farms is part of the J.D. Irving Group of Companies.





About U SPORTS

U SPORTS is the national brand for university sports in Canada. Every year, close to 20,000 student-athletes and 700 coaches from 56 universities vie for 21 national championships in 12 different sports. U SPORTS also provides higher performance international opportunities for Canadian student-athletes at Winter and Summer Universiades, as well as numerous World University Championships.

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