



FOR IMMEDIATE RELEASE

Fortinos Vanier House officially opened today at Lister Block in Hamilton

Sept. 27, 2016

HAMILTON (CIS) – With 60 days to go until the 52nd ArcelorMittal Dofasco Vanier Cup at Tim Hortons Field, Canadian Interuniversity Sport officially opened Fortinos Vanier House at historic Lister Block in Hamilton on Tuesday.

Fortinos Vanier House, which runs September 27 to November 27 in the Tourism Hamilton Visitor Centre, serves as the destination for university football fans leading up to the 2016 CIS championship game, taking place November 26 – the first Vanier Cup contest to be held in Hamilton since 2008.

Among the presenters attending the official launch were veteran Hamilton sportscaster Ken Welch, along with former CIS football players Craig Butler and Kyle Quinlan. Butler, a defensive back for the Hamilton Tiger-Cats, played for the Western Mustangs from 2007 to 2010, reaching the Vanier Cup in 2008. Quinlan, an offensive coordinator with the York Lions and ex-McMaster quarterback, led the Marauders to the 2011 Vanier Cup and captured the 2012 Hec Crighton Trophy as CIS most valuable player.

“Hamilton is a terrific football town. They just show great community support (and) that’s why the Vanier Cup is going to have success.” said Butler. “Not only will the two teams that are competing be supporting the game but the community as a whole, and the city as a whole will be supporting it because their love of football is that big.”

“There isn’t another football city that’s as proud and prominent as Hamilton,” added Quinlan, who led McMaster to back-to-back Vanier Cup appearances in 2011 and 2012. “They’re going to have tons of fans there regardless of who is playing in the game and they’re going to be fully engaged and passionate.”

Fortinos marketing director Beverley Wright also spoke proudly about supporting the marquee event on the CIS calendar.

“Being aligned with the Vanier Cup and supporting the City of Hamilton in this kind of initiative is who we are as a supermarket,” said Wright. “It represents grassroots, it’s local and it represents



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our City of Hamilton and it's just a perfect fit. You can just see the excitement, which will continue to build up until game day.”

Fortinos Vanier House will feature a unique Vanier Cup and CIS football exhibit organized by the Canadian Football Hall of Fame. A street festival outside Vanier House is also planned for Nov. 4. Further details will be announced at a later date, along with additional special events leading up to the 2016 Vanier Cup to be played at the Tim Hortons Field on Saturday, Nov. 26 (kick-off at 1 pm ET).

Tickets for the 52nd ArcelorMittal Dofasco Vanier Cup are now on sale* at www.vaniercup.com.

For more information about Lister Block/Tourism Hamilton visit:

<http://tourismhamilton.com/visitor-services/contact-us>

Watch Butler and Quinlan's thoughts on the opening of Fortinos Vanier House below:

<http://www.youtube.com/universitysport>

*Ticket prices range from \$23.50-\$150.00. Discount promo codes for 30 per cent off tickets priced at \$23.50 are available for all CIS football conferences and schools on each respective campus.

About Canadian Interuniversity Sport

Canadian Interuniversity Sport is the national governing body of university sport in Canada. Every year, over 12,000 student-athletes and 700 coaches from 56 universities and four conferences vie for 21 national championships in 12 different sports. CIS also provides high performance international opportunities for Canadian student-athletes at Winter and Summer Universiades, as well as numerous world university championships. For further information, visit www.cis-sic.ca or follow us on:

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