

Canadian Tire Inks Deal with NHL

Written by Matthew Coller
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Canadian Tire, Canada's largest hockey retailer, provides all of Olympic gold medalist and Stanley Cup winning captain Jonathan Toews' gear. Now Canadian Tire will team up with more than just Toews; the company signed a five-year agreement to become the NHL's official sporting goods retailer in Canada. The agreement, according to NHL.com the agreement includes a launch of the NHL-powered [Canadian Hockey School](#), founded by Toews.

"As Canada's largest retailer of sporting equipment and a brand steeped in Canadian history, Canadian Tire is who Canadians trust for their first pair of skates, stick, helmet and pads. Over the past 90 years, we've equipped millions of first-time hockey players, like [Jonathan Toews](#), from head to toe," said Mike Arnett, President of Canadian Tire Retail in a statement. "Through the Canadian Tire Hockey School, we're building on our hockey roots to help develop a lifelong enjoyment of the game. We're also thrilled to add the NHL and Canadian hockey star [Jonathan Toews](#) to our winning team. With this stellar line-up, we've become more than Canada's hockey store; we're Canada's hockey school."

Tire will now be designated as an Official Partner of the NHL Heritage Classic™, NHL All-Star Game, Stanley Cup® Playoffs, Stanley Cup Final and NHL Face-Off™

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