



**RE/MAX**



**WESTERN HOCKEY LEAGUE**

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**‘RE/MAX PRESENTS: WHL SUITS UP WITH DON CHERRY TO PROMOTE ORGAN DONATION’ RETURNS FOR SECOND SEASON**

**Kelowna, B.C. & Calgary, Alta.** – RE/MAX of Western Canada is proud to partner with the Western Hockey League to present the second season of “RE/MAX Presents: WHL Suits Up with Don Cherry to Promote Organ Donation” – a series of events across WHL markets to promote the importance of organ donation and to generate further support of the Kidney Foundation of Canada.

From January through March 2019, all 17 WHL Clubs in Canadian markets will play host to their very own themed games, complete with a variety of special promotions for fans in attendance. A total of 1,000 limited second edition Don Cherry bobbleheads will be distributed to fans in attendance.

During the 2017-18 WHL Regular Season, participating WHL Clubs came together with RE/MAX to raise over \$265,500, representing the largest public awareness and fundraising campaign in the history of the Kidney Foundation of Canada.

“On behalf of all RE/MAX associates in Western Canada, we're super stoked to be partnering with Don Cherry again this year for this fantastic night of hockey fun and fundraising for the terrific cause, The Kidney Foundation of Canada,” said Elaine Langhout of RE/MAX of Western Canada. “My family was affected by kidney disease so it's a cause close to my heart. We encourage fans to come out and support the night when it comes to their town!”

“Thanks to RE/MAX, the WHL and all its fans, the number of transplants last year increased by 13 per cent,” said Don Cherry. “Let’s keep this momentum going by signing your donor card and talking to your family. It only makes sense.”

“The WHL and our 17 Western Canadian-based Clubs are very excited to be working with RE/MAX, the WHL’s longest-standing corporate partner, to once again this season promote donations and raise additional funds for the Kidney Foundation of Canada,” commented WHL Commissioner Ron Robison. “Thanks to the direct involvement of hockey icon Don Cherry and his family and our RE/MAX partnership, we are confident our fans across Western Canada will once again show their strong support for this very important cause.”

During the 2018-19 WHL Regular Season, WHL Clubs will sport their own unique and specially-designed Don Cherry-themed uniforms on a designated game night. This year, players will sport uniforms emblazoned with fun nicknames as opposed to traditional surnames across their shoulders. Fans will have the opportunity to bid on the limited-edition jerseys, with 100 per cent of the proceeds going to local chapters of the Kidney Foundation of Canada. In addition to game-worn uniforms, fans will have the chance to bid on one Don Cherry-autographed jersey in each participating WHL market.

The Kidney Foundation is a cause close to the Cherry family. Don’s son, Tim, received a kidney transplant from his sister Cindy. With close to 4,500 Canadians awaiting organ donation today – 76 per cent whom require a kidney – the Cherry family, RE/MAX and the WHL have come together to create this awareness campaign in support of the Kidney Foundation; who will have a booth at each game to field questions and hand out donation information.

RE/MAX Presents: WHL Suits Up with Don Cherry to Promote Organ Donation schedule:

- Saturday, January 19 – Edmonton Oil Kings
- Friday, January 25 – Red Deer Rebels
- Friday, February 1 – Kamloops Blazers, Moose Jaw Warriors
- Saturday, February 2 – Prince Albert Raiders
- Friday, February 15 – Regina Pats, Vancouver Giants
- Saturday, February 16 – Brandon Wheat Kings
- Friday, February 22 – Lethbridge Hurricanes, Swift Current Broncos
- Friday, March 1 – Kootenay ICE
- Saturday, March 2 – Victoria Royals
- Sunday, March 3 – Calgary Hitmen
- Friday, March 8 – Prince George Cougars
- Saturday, March 9 – Kelowna Rockets, Medicine Hat Tigers, Saskatoon Blades

To receive more information on this promotion or to sign up to be a donor visit [CanadaDonates.ca](http://CanadaDonates.ca) for more details.

### **About RE/MAX of Western Canada**

RE/MAX was founded in 1973 by Dave and Gail Liniger, with an innovative, entrepreneurial culture affording its agents and franchisees the flexibility to operate their businesses with great

independence. Over 115,000 agents provide RE/MAX a global reach of more than 100 countries and territories. RE/MAX is Canada's leading real estate organization with more than 21,000 Sales Associates and over 922 independently-owned and operated offices nationwide. RE/MAX, LLC, one of the world's leading franchisors of real estate brokerage services, is a subsidiary of RE/MAX Holdings, Inc. (NYSE:RMAX). With a passion for the communities in which its agents live and work, RE/MAX is proud to have raised more than \$150 million for Children's Miracle Network Hospitals® and other charities. For more information about RE/MAX, to search home listings or find an agent in your community, please visit [www.remax.ca](http://www.remax.ca).

### **About the Western Hockey League**

Regarded as the world's finest development league for junior hockey players, the Western Hockey League (WHL) head office is based in Calgary, Alberta. The WHL consists of 22 member Clubs with 17 located in Western Canada and five in the U.S. Pacific Northwest. A member of the Canadian Hockey League, the WHL has been a leading supplier of talent for the National Hockey League for over 50 years. The WHL is also the leading provider of hockey scholarships with over 350 graduates each year receiving WHL Scholarships to pursue a post-secondary education of their choice. Each season, WHL players also form the nucleus of Canada's National Junior Hockey Team.

### **About The Kidney Foundation**

The Kidney Foundation of Canada is a national health charity. Created in 1964, the Foundation has helped millions of Canadians living with kidney disease and has raised over \$119 million for kidney research. Funding research is the Foundation's key priority. The primary beneficiaries are people at risk of or affected by kidney disease.

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