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FOR IMMEDIATE RELEASE

Power Play



Community Hockey Lottery

Avalon Celtics Launch Power Play 50/50 Lottery

Ticket sales start August 19, 2020

with proceeds supporting minor hockey programs and facilities

St. John's, NL (August 5, 2020) - The Avalon Minor Hockey Association is pleased to announce they are launching a province wide, online 50/50 lottery on August 19, 2020.

The Power Play 50/50 lottery will raise funds to fuel minor hockey programming and Avalon's capital campaign towards the funding of Feildian Gardens, the new home rink of the Celtics! The purchase of Feildian Gardens was a defining moment for the Celtics hockey club and the hundreds of youth hockey players and families it supports in the St. John's area. Transforming Feildian Gardens from a privately owned business to a community owned minor hockey arena is an important step in expanding the inventory of not-for-profit ice arena facilities in the province. Providing secure and prime ice time availability will support the growth and participation in youth hockey programs in the region.

Avalon Celtics are confident the Power Play 50/50 will be a big success and will lead to additional draws, added features, and an expansion of the lottery program in the future.

The lottery website, www.PowerPlay5050.com, is powered by St. John's based Breton Solutions' technology and delivers a very straightforward, secure, and smooth online purchase process. The lottery system will generate an immediate purchase confirmation via email with a secondary email several days later with ticket number confirmation. Players will also have an option to place orders by telephone.

In addition to a grand prize 50/50 draw on December 18, 2020, Power Play 50/50 will also feature an Early Bird draw prize of \$2,000 with a purchase deadline of September 28, 2020. All draws will take place at Feildian Gardens and will be live - streamed on social media.

Powerplay 50/50 will be open to any players 19 and over and resident in the province of Newfoundland and Labrador. Ticket sales will open on Wednesday, August 19, 2020 and will be available in the following purchase bundles;

- 3 tickets for \$10
- 10 tickets for \$25
- 25 tickets for \$50

The lottery will run until December 11, 2020 when ticket sales will close. Grand prize draw will take place on December 18, 2020, just in time for those last minute Christmas purchases and party planning to say good riddance to 2020!

Visit and bookmark www.PowerPlay5050.com to add your name to our list for all Power Play 50/50 updates! Additional information, all lottery details, and rules will be posted in the coming week on the site and all updates will be shared on our [Facebook](#), [Facebook Event](#), and [Twitter](#) feeds.

Ready to get in the Game?

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For additional information, please call Mark Sexton, President - Avalon Minor Hockey Association, at 709.763.1339 or mail@marksexton.com.