

# APPLETON SHOOTOUT PROMOTION

The Manitoba Moose executed the "Appleton Shootout Promotion" during the second intermission at the Friday, January 7, 2011 Manitoba Moose game vs. the Hershey Bears in front of a crowd of 7,442 fans.

During the 2nd period intermission, PMA President Peter Mielzynski was brought out onto the ice to join 10 contestants that were selected to participate in the contest. Each contestant was given a sealed envelope containing a numbered puck ranging from 1 to 10. A video was produced earlier in the season featuring a showdown competition between Moose players and goalie, Peter Mielzynski. Each of the Moose players took a penalty shot on Peter, and the number of successful goals was

recorded on the bottom of the video screen. The video of this showdown competition was displayed on the MTS Centre scoreclock videoboards at the Moose game during the Promotion and the contestant with the numbered puck that matched the number of successful goals made was the grand prize winner of an all-inclusive trip for 2 to Vancouver to see a Canucks game. Included with the prize were tickets to a Canucks vs. Bruins game on Saturday, February 26th, 2011, air fare, 2 night's hotel, and \$500 spending money.

Peter Mielzynski awarded the winner, Ken Murray, with the trip to Vancouver courtesy of Appleton Estate Jamaica Rum in an on-ice presentation.

