



Peter “The Wall” Mielzynski went up against the NHL stars of the Calgary Flames on February 11, game day against the Anaheim Ducks to raise \$5,000 charity along with Calgary Co-op.

In all “The Wall” stopped 5 of 10 penalty shots, with the highlight being an amazing poke check stop, showing that the President of PMA still has the chops to stonewall some of the top stars in the NHL in front of an over half-full Scotiabank Saddledome.

In our most attended promotion to date, the Flames had # 1-10 sealed in a envelope & the 10 contestants picked numbers from 1-10 to see what order they got to pick the envelope in. At the end of the shoot out the person who drew the number 5 won the trip for two to California to see the Calgary Flames play in Anaheim & LA, including flight, 3 nights’ hotel, transportation & \$500 spending cash.

Congratulations to Shawn Dietrich, a loyal Appleton Estate Jamaica Rum drinker. We couldn’t have selected a better winner.

The promotion was not only a huge success attendance-wise, but we moved more product than ever before through Calgary Co-op, thanks largely to the effort and talent of The Wall. Well done to everyone involved.

