



FOR IMMEDIATE RELEASE – February 14, 2017

## **NHL Greats go head to head against musicians for 14th annual JUNO Cup presented by TD, in support of MusiCounts**

**Featuring former NHL Greats Daniel Alfredsson, Paul Coffey,  
Chris Phillips and Gary Roberts, and artists Jim Cuddy (Blue Rodeo),  
Sam Roberts, Gord Bamford, Jon Gallant (Billy Talent),  
Kathleen Edwards and Darryl James (The Strumbellas)**

**TORONTO, ON** — Hockey and music will once again join forces for charity, as Canadian musicians and NHL veterans hit the ice for **2017 JUNO Cup presented by TD** at 7:30 p.m. ET on **Friday, March 31** at **The Arena at [TD Place](#)** in Ottawa.

This 'Rock versus Jock' celebrity hockey game will combine two of Canada's biggest passions, hockey and music, to support [MusiCounts](#), Canada's music education charity associated with CARAS that puts instruments in the hands of kids who need them most. JUNO Cup has raised more than \$830,000 for MusiCounts over the last 13 years. As a long-standing supporter of Canadian music and artists since 2003, TD is proud to support the JUNO Awards as a Premier Partner and Presenting Sponsor of the 2017 JUNO Cup.

"We're very proud to be a part of the JUNO Cup this year and excited to cheer on Canadian musical greats and NHL legends as they join forces to support MusiCounts," said Tyrrell Schmidt, Vice President, Marketing, TD Bank Group. "The greatest reward is seeing how our communities benefit from the gift of music that MusiCounts helps to provide."

Former NHL legends confirmed to participate include:

**Brad Dalgarno (New York Islanders), Brendan Bell (Ottawa Senators), Chris Phillips (Ottawa Senators), Daniel Alfredsson (Ottawa Senators), Gary Roberts (Toronto Maple Leafs), Jim Kyte (Winnipeg Jets, Ottawa Senators), Luke Richardson (Ottawa Senators), Mark Napier (Montréal Canadiens, Edmonton Oilers), Paul Coffey (Edmonton Oilers, Pittsburgh Penguins) and Troy Crowder (New Jersey Devils).** This year's team coach will be Grey Cup Champion **Henry Burris** from the Ottawa Redblacks. More players will be announced in the coming weeks.

Musical greats confirmed to hit the ice include:

**Aaron Pritchett, Adrian Sutherland (Midnight Shine), Amanda Rheaume, Barney Bentall, Beard Guy (Walk Off The Earth), Chad Brownlee, Cosmo Ferraro (Ferraro), Dallas Smith, Darryl James (The Strumbellas), Devin Cuddy (Devin Cuddy Band), Doug Oliver (Cold Creek County), Gord Bamford, Jay Bodner (Eagle & Hawk), Jim Bowskill (Blue Rodeo/The Sheepdogs), Jim Cuddy (Blue Rodeo), Jon Gallant (Billy Talent), Jonathan Roy, Kathleen Edwards, Matthew Barber, Matt Sobb (MonkeyJunk),**

**Sam Roberts, Steve Marriner** (MonkeyJunk) and **Vince Fontaine** (Eagle & Hawk). Legendary Ottawa 67's bench boss, **Brian "Killer" Kilrea** will coach The Rockers.

Individual tickets to JUNO Cup are priced at \$20 (plus fees). Tickets are available online through the TD Place website: [www.tdplace.ca](http://www.tdplace.ca). \$15 tickets (plus fees) are available when purchasing 10 or more using the code: ROCKVSJOCK.

Promotional Partners: 92.3 JACK FM, 106.1 CHEZ, 580 CFRA, 1310NEWS, boom 99.7, CBC Ottawa, Le Droit, Metro News, Ottawa Citizen, Ottawa's New Country 94, Pattison Outdoor and TSN 1200.

For more information on the 2017 JUNO Awards, please visit [www.junoawards.ca](http://www.junoawards.ca).

JUNO Week 2017 will be hosted in Ottawa from March 27 through April 2, 2017. A live broadcast of The 46<sup>th</sup> Annual JUNO Awards will air on CTV and CTV GO on Sunday, April 2 from the Canadian Tire Centre in Ottawa.

**Premier Partners of The 2017 JUNO Awards:** CARAS acknowledges the financial support of FACTOR, the Government of Canada and of Canada's Private Radio Broadcasters, Radio Starmaker Fund, Ottawa 2017, the Province of Ontario, the Ontario Media Development Corporation, Ottawa Tourism, Google Play Music and TD Bank Group.



**Web Links:**

Official JUNO Awards website: [www.junoawards.ca](http://www.junoawards.ca)

CTV website: [www.ctv.ca](http://www.ctv.ca)

JUNO Awards

Twitter: [@TheJUNOAwards](https://twitter.com/TheJUNOAwards) / Instagram: [@TheJUNOAwards](https://www.instagram.com/TheJUNOAwards) / Hashtag: #JUNOS

MusiCounts

Twitter: [@MusiCounts](https://twitter.com/MusiCounts) / Instagram: [@MusiCounts](https://www.instagram.com/MusiCounts) / Hashtag: #MusiCounts20

**About MusiCounts**

MusiCounts, Canada's music education charity associated with CARAS and the JUNO Awards is keeping music alive in schools and communities across Canada by putting musical instruments into the hands of children that need them most. MusiCounts' mission is to ensure that children in Canada have access to music programs through their schools and communities. MusiCounts achieves its mission through its Band Aid Program, the MusiCounts TD Community Music Program, the MusiCounts Teacher of the Year Award, Scholarships and other music education initiatives. MusiCounts is funded by many of Canada's most dedicated corporate citizens including and especially TD Bank Group, Bell Media, SiriusXM Canada, the Slaight Family Foundation, Music Canada, Vista Radio, and The Hot Topic Foundation. MusiCounts has been supported since inception by Sony Music Entertainment Canada Inc., Universal Music Canada, Warner Music Canada Ltd., JUNO Songwriters' Circle and JUNO Cup. Since MusiCounts' establishment in 1997, over \$9,000,000 has been awarded in support of music education in Canada. These funds have benefitted over 850 school and communities from coast to coast, supported over 350 post-secondary music program graduates and honoured 12 extraordinary music teachers through the MusiCounts Teacher of the Year Award. For more information please visit [www.musiccounts.ca](http://www.musiccounts.ca).

**For interview requests, image requests or additional information, please contact:**

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