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The Kingston Frontenacs Arena renamed Slush Puppie Place

For immediate release - Kingston, Ontario, December 20, 2023 - Slush Puppie Canada and the City of Kingston are proud to announce that the Frontenacs' home arena, formerly Leon Centre, will now be known as Slush Puppie Place.

This 15-year agreement valued at over \$2.025 million starts in January 2024 and includes the naming rights on the building, center ice logo, signage and all promotional material for the building. The agreement also provides for the exclusive marketing of Slush Puppie Canada products in the arena's food concessions.

A second Slush Puppie Venue

This agreement represents the second naming of a sports and entertainment venue for Slush Puppie in Canada and the first one in Ontario. In August 2021, the company inaugurated the Slush Puppie Centre in Gatineau, Québec, home of the Gatineau Olympiques and 4 ice rink complex. The Frontenacs arena in Kingston therefore becomes the second Slush Puppie amphitheater in the country, marking a historic moment for Slush Puppie Canada.

“For nearly 50 years, Slush Puppie has been part of Canada's hockey heritage. This partnership highlights the long-standing love story between Slush Puppie and sports fans and participants from coast to coast to coast. It is an honor for Slush Puppie Canada to partner with the city of Kingston, a community rich in history. This second Slush Puppie venue will continue to serve as a hub for sporting events, concerts and cultural experiences, contributing to the vibrancy of the Kingston community. »
Jean-Rock Beaudoin, president of Slush Puppie Canada.

The establishment, which will soon be called Slush Puppie Place, contains 6,700 seats and has welcomed thousands of visitors during a multitude of events since its opening in 2008. In addition to being the home of the OHL's Kingston Frontenacs, the facility serves as the leading concert and family event venue in the Kingston area.

“We look forward to working alongside the Slush Puppie team as we establish this new partnership,” says Mayor Bryan Paterson. “Slush Puppie has a strong connection with hockey, and as a City, we are confident that their presence will create an enhanced experience for Kingston Frontenacs fans and all patrons of this premier venue in the heart of Kingston's vibrant downtown”.

About Slush Puppie Canada Inc.

With roots firmly established in the country since 1975, Slush Puppie Canada Inc. is proud to produce the best-selling Slush in Canada. The company operates a state-of-the-art production and bottling plant in Gatineau, Québec and its network of distributors extends from coast to coast to coast. Slush Puppie Canada Inc. proudly offers some of Canada's most popular brands with a portfolio that includes Slush Puppie, Thelma's Old Fashioned Lemonade, Iced Cappuccino, Mini Puppie Cotton Candy, and much more. With philanthropy being one of the most important values for the company, Slush Puppie Canada Inc. invests in communities across the country through its various charitable initiatives and its sponsorships of sporting and entertainment events. With thousands of points of sale in Canada and a strong and dedicated team of professionals, Slush Puppie is the undisputed leader in its category.

For more information:

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