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Under Armour and the Toronto Maple Leafs Invite Bantam Hockey Teams to Compete to "Storm The Centre" and Play a Game at Air Canada Centre

HOCKEY DREAMS WILL COME TRUE FOR YOUNG LEAFS FANS. IT WILL TAKE HARD WORK TO EARN A SPOT.

TORONTO, Oct. 6, 2016 /CNW/ - It takes hard work for a hockey player to earn the privilege of playing on the home ice of one of the NHL's most storied franchises. Starting today, youth hockey teams can compete to prove they deserve to play at Air Canada Centre. Under Armour and the Toronto Maple Leafs are giving Bantam hockey teams the opportunity to earn the right to "Be The Leafs" for a day and play a game at Air Canada Centre.

The puck drops today for the [Storm The Centre](#) competition. Bantam hockey teams in the province of Ontario can register to compete in a series of on- and off-ice challenges to earn their spot in the Armour Cup, a regulation game at Air Canada Centre, including the full professional treatment from Toronto Maple Leafs staff.

"We're encouraging young players to work for what they want because that's what it takes to succeed as an athlete. Passion. Tenacity. Grit. Courage. Team above self. These are innate traits of the big leaguers, and this is what we're looking for in young athletes," says Shana Ferguson, Director of Marketing, Under Armour Canada. "For the winning teams, the hard work will pay off with the opportunity to play on the same ice as their heroes. We're excited to see young Leafs fans compete and earn the right to skate at Air Canada Centre."

To announce the call-for-entries, Under Armour released a [video](#) featuring Leafs prospect and Team UA athlete Mitch Marner encouraging youth teams to compete to Storm The Centre. In it, Marner reflects on his own journey to Air Canada Centre.

Registration is now open for the competition, which is divided into three periods, narrowing the field down to two winning teams. Teams can register until the end of the first period, which runs until November 11, 2016.

First period (Saturday, October 1 - Friday, November 11): Teams must register at: <http://www.mapleleafs.com/stormthecentre>. Over a six week period, they earn points by building their fan base and participating in a variety of on- and off-ice challenges. The ten teams with the most points after the first period will move on to the second period.

Second period (Skills Gauntlet on Sunday, November 20): Ten teams will lace up their skates for a Skills Gauntlet at the MasterCard Centre for Hockey Excellence. This is where teams will show grit and teamwork in drills such as accuracy shooting, puck control, shootouts and average team speed. The top two teams from the Skills Gauntlet will move on to the third period.

Third period (Armour Cup Day in December): This is where the hard work pays off. Two teams will Storm The Centre and "Be The Leafs" for a day. Winning teams will play in the Armour Cup - a regulation game played on the same ice as their heroes and spend a day working out with Toronto Maple Leafs staff. They will also win Toronto Maple Leafs tickets and Under Armour® apparel for their team.

The Storm The Centre competition is also running in the province of Quebec this fall where youth teams have the chance to earn the opportunity to play a game at the Bell Centre.

About Under Armour, Inc.

Under Armour (NYSE: UA, UA.C), the originator of performance footwear, apparel and equipment, revolutionized how athletes across the world dress. Designed to make all athletes better, the brand's innovative products are sold worldwide to athletes at all levels. The Under Armour Connected Fitness™ platform powers the world's largest digital health and fitness community through a suite of applications: UA Record, MapMyFitness, Endomondo and MyFitnessPal. The Under Armour global headquarters is in Baltimore, Maryland. For further information, please visit the Company's website at www.uabiz.com.

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