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## **Under Armour and the Montreal Canadiens invite Bantam hockey teams to compete to Storm the Centre and play a game at the Bell Centre**

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

MONTREAL, Oct. 11, 2016 /CNW/ - Hockey players put in years of hard work to earn the right to play at the Bell Centre. Under Armour and the Montreal Canadiens' Youth Hockey Development Group will provide an opportunity for youth teams in Quebec to demonstrate their hard work and compete to "Be The Habs" for a day and play a game at the Bell Centre.

The [Storm the Centre](#) competition is back and the puck drops today! Bantam hockey teams in the province of Quebec 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 the Bell Centre, including the full professional treatment from Montreal Canadiens staff.

"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. "The players that young Habs fans look up to put in years of hard work to play at the Bell Centre. This competition challenges young fans to prove their team deserves the honour too. We're excited to see them compete."

To announce the call-for-entries, Under Armour released a [video](#) featuring Habs goalie and Team UA athlete Carey Price talking about his home arena and why it's his favourite place to play.

To earn the opportunity to play at the Bell Centre, the Storm The Centre competition 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: [www.canadiens.com/stormthecentre](http://www.canadiens.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 (Saturday, December 3):** Ten teams will lace up their skates and compete in a Skills Gauntlet at the Bell Sports Complex. They will need to show grit and teamwork in drills such as shooting accuracy, puck control, shootouts and average team speed. The two top teams from the Skills Gauntlet will move on to the third period.

**Third period (Armour Cup in December):** This is where the hard work pays off. Two teams get to "Storm The Centre" and "Be The Habs" 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 Montreal Canadiens staff. They will also win Montreal Canadiens tickets and Under Armour® apparel for their team.

The Storm The Centre competition is also running in the province of Ontario this fall where youth teams have the chance to earn the opportunity to play a game at Air Canada 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](http://www.uabiz.com).

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