

17 - 27 MAI 2012 - SHAWINIGAN



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# MEMORIAL

## MEDIA GUIDE



COUPEMEMORIALMESTERCARD2012.COM

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## MESSAGE FROM ANDRÉ BUISSON

Shawinigan is undoubtedly one of the communities in Canada that has the most vibrant, exuberant and devoted hockey cultures.

Legends, such as Plante, Pronovost, Brière, Momesso and Lalime are only a few stars that have fuelled the passion, dreams and respect of loyal and resilient fans.

After a long wait, it is with emotion and excitement that the Cataractes' organization and the Organizing Committee of the 2012 MasterCard Memorial Cup welcome you and hope that the junior Canadian Hockey world experiences our warm hospitality and know-how.

Hosting the MasterCard Memorial Cup is a privilege and responsibility assumed with pride and quiet confidence by the entire population of our beautiful Mauricie.

Without a doubt, Shawinigan not only has a rich history, but also a unique personality, cohabited by the remains of a frenzied industrial period from the start of the century and a generous nature that is rarely so accessible.

In honour of those who fought and sacrificed their lives for our quality of life, our values and ideals, we have prepared for you a wide range of festivities, sometimes touching, sometimes intense, but always in respect of our responsibilities towards the environment. We hope they will be to your liking and meet all your expectations.

Welcome to the Cité de l'énergie!

**André Buisson**

Président du Comité organisateur de la Coupe Memorial MasterCard 2012

# MEDIA COMMITTEE CONTACTS

**Director, media room:**  
**René Levasseur:** 1 819 696-2140

## **Assistants:**

**Yves Carbonneau:** 1 819 801-0966  
**Jean Huard:** 1 819 374-9114

# MASTERCARD SPONSORSHIP

MasterCard has been a proud supporter of the Canadian Hockey League since 1999 and is extremely proud to continue this tradition as title sponsor of the 2012 MasterCard Memorial Cup.

The Canadian Hockey League requests that all media acknowledge the continued support and commitment that MasterCard has shown to Major Junior Hockey by recognizing their title sponsorship and properly refer to the event as the MasterCard Memorial Cup throughout your media coverage.

Thank you for your co-operation.

# SCHEDULE OF EVENTS

## Thursday May 17TH

- 11 h      Arrival of the Cup and Memorial Cup Parade and Ceremony Begins at Veterans' Park on the Saint-Maurice Promenade (in front of Hôtel des Gouverneurs). A ceremony will follow at City Hall.
- 16 h      Meet the Coaches Press Conference  
Media Centre – Centre Bionest

### Practice Schedule:

TIME	TEAMS	LOCATIONS
8:00 - 8:45.....	Officials.....	Gilles Bourassa
9:00 - 10:15 .....	Shawinigan .....	Gilles Bourassa
10:45 - 12:00 .....	OHL .....	Gilles Bourassa
12:30 - 13:45 .....	WHL.....	Gilles Bourassa
14:15 - 15:30.....	QMJHL .....	Gilles Bourassa

### Notes:

- \*All times are local (EST).
- \*Shawinigan Cataractes will always be on their home bench regardless if they are the home or away team
- \*Schedule subject to change only with approval by the Canadian Hockey League

## Friday May 18TH

### TIMES      EVENTS/LOCATIONS

- 17 h      Meeting with Photographers  
Media Centre – Centre Bionest
- 19 h      MasterCard Memorial Cup Opening Game  
WHL vs Shawinigan Cataractes  
Centre Bionest

### Practice Schedule:

TIME	TEAMS	LOCATIONS
9 h 00 - 9 h 45 .....	Officials.....	Gilles Bourassa
10 h 00 - 10 h 45.....	WHL.....	Centre Bionest
11 h 00 - 11 h 45.....	Shawinigan .....	Centre Bionest
10 h 00 - 11 h 15.....	OHL .....	Gilles Bourassa
11 h 45 - 13 h 00.....	QMJHL .....	Gilles Bourassa

Note:

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\*Schedule subject to change only with approval by the Canadian Hockey League.

## Saturday May 19TH

19 h      MasterCard Memorial Cup Game  
            QMJHL vs OHL  
            Centre Bionest

Practice Schedule:

<b>TIME</b>	<b>TEAMS</b>	<b>LOCATIONS</b>
9 h 00 - 9 h 45 .....	Officials .....	Gilles Bourassa
10 h 00 - 10 h 45.....	QMJHL.....	Centre Bionest
11 h 00 - 11 h 45.....	OHL .....	Centre Bionest
10 h 00 - 11 h 15.....	WHL.....	Gilles Bourassa
11 h 45 - 13 h 00.....	Shawinigan.....	Gilles Bourassa

Note:

\*All times are local (EST).

\*Shawinigan Cataractes will always be on their home bench regardless if they are the home or away team.

\*Schedule subject to change only with approval by the Canadian Hockey League.

## Sunday May 20TH

19 h      MasterCard Memorial Cup Game  
            Shawinigan Cataractes vs OHL  
            Centre Bionest

Practice Schedule:

<b>TIME</b>	<b>TEAMS</b>	<b>LOCATION</b>
9 h 00 - 9 h 45 .....	Officials .....	Gilles Bourassa
10 h 00 - 10 h 45.....	Shawinigan.....	Centre Bionest
11 h 00 - 11 h 45.....	OHL.....	Centre Bionest
10 h 00 - 11 h 15.....	WHL.....	Gilles Bourassa
11 h 45 - 13 h 00.....	QMJHL.....	Gilles Bourassa

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\*Schedule subject to change only with approval by the Canadian Hockey League.

## Monday May 21ST

19 h      MasterCard Memorial Cup Game  
            QMJHL vs WHL  
            Centre Bionest

Practice Schedule:

<b>TIME</b>	<b>TEAMS</b>	<b>LOCATIONS</b>
9 h 00 - 9 h 45 .....	Officials.....	Gilles Bourassa
10 h 00 - 10 h 45.....	QMJHL .....	Centre Bionest
11 h 00 - 11 h 45.....	WHL.....	Centre Bionest
10 h 00 - 11 h 15.....	OHL .....	Gilles Bourassa
11 h 45 - 13 h 00.....	Shawinigan .....	Gilles Bourassa

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## Tuesday May 22ND

19 h      MasterCard Memorial Cup Game  
            OHL vs WHL  
            Centre Bionest

Practice Schedule:

<b>TIME</b>	<b>TEAMS</b>	<b>LOCATIONS</b>
9 h 00 - 9 h 45 .....	Officials.....	Gilles Bourassa
10 h 00 - 10 h 45.....	OHL .....	Centre Bionest
11 h 00 - 11 h 45.....	WHL.....	Centre Bionest
10 h 00 - 11 h 15.....	QMJHL .....	Gilles Bourassa
11 h 45 - 13 h 00.....	Shawinigan .....	Gilles Bourassa

Note:

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\*Schedule subject to change only with approval by the Canadian Hockey League.

## Wednesday May 23RD

19 h MasterCard Memorial Cup Game  
Shawinigan vs QMJHL  
Centre Bionest

Practice Schedule:

TIME	TEAMS	LOCATIONS
9 h 00 - 9 h 45 .....	Officials.....	Gilles Bourassa
10 h 00 - 10 h 45.....	Shawinigan .....	Centre Bionest
11 h 00 - 11 h 45.....	QMJHL .....	Centre Bionest
10 h 00 - 11 h 15.....	OHL .....	Gilles Bourassa
11 h 45 - 13 h 00.....	WHL.....	Gilles Bourassa

Note:

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\*Schedule subject to change only with approval by the Canadian Hockey League.

## Thursday May 24TH

19 h MasterCard Memorial Cup Game  
Tie-breaker Game (if necessary) TBD  
Centre Bionest

Practice Schedule:

TIME	TEAM	LOCATION
9 h 00 - 9 h 45	Officials	Gilles Bourassa

### « WITH GAME »

10 h 00 - 10 h 45.....	Tie Breaker Team (H) .....	Centre Bionest
11 h 00 - 11 h 45.....	Tie Breaker Team (V).....	Centre Bionest
10 h 00 - 11 h 15.....	Semi Final (H) .....	Gilles Bourassa

### « NO GAME »

10 h 00 - 11 h 15	Semi Final (H)	Gilles Bourassa
11 h 45 - 13 h 00	Semi Final (V)	Gilles Bourassa
13 h 30 - 14 h 45	Finalist	Gilles Bourassa

Note:

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\*Schedule subject to change only with approval by the Canadian Hockey League.

## Friday May 25TH

19 h      MasterCard Memorial Cup Game  
            Semi-Final Teams TBD  
            Centre Bionest

Practice Schedule:

<b>TIME</b>	<b>TEAMS</b>	<b>LOCATIONS</b>
9 h 00 - 9 h 45	Officials	Gilles Bourassa
10 h 00 - 10 h 45	Semi-Finalist (H)	Centre Bionest
11 h 00 - 11 h 45	Semi-Finalist (V)	Centre Bionest
10 h 00 - 11 h 15	Finalist	Gilles Bourassa

Note:

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- \*Shawinigan Cataractes will always be on their home bench regardless if they are the home or away team
- \*Schedule subject to change only with approval by the Canadian Hockey League.

## Saturday May 26TH

14 h 30    Canadian Hockey League Awards  
            Centre des Arts, Shawinigan

Media Seating is available; sign-up in the Media Centre at Centre Bionest All Award Winners will be available to the Media following the ceremony.

Practice Schedule:

<b>TIME</b>	<b>TEAMS</b>	<b>LOCATIONS</b>
9 h 00 - 9 h 45	Officials	Gilles Bourassa
10 h 00 - 11 h 15	Finalist (H)	Centre Bionest
11 h 30 - 12 h 45	Finalist (V)	Centre Bionest

Note:

- \*All times are local (EST).
- \*Shawinigan Cataractes will always be on their home bench regardless if they are the home or away team.
- \*Schedule subject to change only with approval by the Canadian Hockey League.

## Sunday May 27TH

- 17 h Meeting with the Media  
Media Centre – Centre Bionest
- 19 h MasterCard Memorial Cup Game  
Championship Final Teams TBD  
Centre Bionest

### Practice Schedule:

<b>TIME</b>	<b>TEAMS</b>	<b>LOCATIONS</b>
9 h 00 - 9 h 45	Officials	Gilles Bourassa
10 h 00 - 10 h 45	Finalist (H)	Centre Bionest
11 h 00 - 11 h 45	Finalist (V)	Centre Bionest

### Note:

\*All times are local (EST).

\*Shawinigan Cataractes will always be on their home bench regardless if they are the home or away team

\*Schedule subject to change only with approval by the Canadian Hockey League.

# MEDIA POLICIES AND PROCEDURES 2012 MASTERCARD MEMORIAL CUP

## MEDIA INTERVIEW POLICIES

Several interview policies have been established for the duration of the Championship.

- A)** The locker rooms and players' rooms will be closed to the media before, during and after all practices and games.
- B)** Following each game, selected players from each participating team will be available in the Media Centre Mix Zone for a period of 15 minutes. Media requests for specific players should be made through the CHL or participating team media director.
- C)** Following the Mix Zone media opportunity, the Head Coaches from both participating teams will participate individually in a

post-game media conference on the stage area of the MasterCard Memorial Cup Press Conference Room. The Head Coach of the losing team will participate first, followed by the Head Coach of the winning team.

- D)** Players will be available for media opportunities immediately following all practices. The media opportunity will last no longer than 15 minutes after the conclusion of practice. Players practicing at Gilles Bourassa will also be available for media requests for a maximum of 15 minutes after returning to Centre Bionest.
- E)** Following the Championship Final the winning team will be available for interviews either on the ice or in their respective dressing room area. The Head Coach and the players from the losing team will appear in the Mix Zone area in the Media Centre. A meeting will be scheduled for the afternoon of the Championship Final to discuss post-game policies with all media.
- F)** All other interview requests for players or coaches outside the post-game and post-practice availability must be made through the CHL or appropriate team media director.

## **PRACTICE POLICIES**

In the event that a team does not wish to use its allotted practice time on a game-day, the team must make its players and head coach available for 15 minutes at the end of their allotted practice time. On non-game days if teams do not wish to use their allotted practice time, they must make their players and head coach available for 15 minutes at the end of their allotted practice period.

Please note section **(D)** of the Media Interview Policies for information about media availability following practices at Gilles Bourassa.

## **PRESS BOX**

All Press Box seats for games will be assigned by the Canadian Hockey League with specific seating locations posted in the Media Centre and in the Media Seating areas prior to each game.

## **PHOTOGRAPHY**

Only photographers who have the necessary accreditation and a CHL Photo Waiver signed by the sports or photography director

of their publication will be authorized to take photographs during games at Centre Bionest.

The set-up positions for photographers inside Centre Bionest will be assigned according to a prioritized list for each game. A position assignment sheet will be posted at the Media Centre each day; photographers not listed on the list may sign up for the remaining available positions on a first come, first served basis.

The CHL will hold an information session for photographers on the first day of the tournament and the day of the Championship Final to discuss these policies and respond to any questions.

Strobe lights will only be authorized for official CHL photographers or by special permission from the CHL. Please note that any special camera angles, such as cameras in the net, bird's-eye views or any other view from the bridge must receive prior approval by the CHL.

For any questions concerning the above mentioned policies, please contact Aaron Bell at 613 920-4774.

### **ON ICE ACCESS**

After the Championship Final, immediate access to the ice will be restricted to the following people:

- The cameramen from Sportsnet and TVA Sports
- On-air personalities for Sportsnet and TVA Sports
- Photographers only (no TV cameras) approved by the CHL

Photographers will be limited to a cordoned-off area to allow the holders of television broadcast rights to have access to all the team's players and staff. Photographers who wish to request access the ice for the post-game presentation should do so no later than noon on Saturday, the day before the Final.

At 17:00 on the day of the Final, all photographers who wish to access the ice for the post-game ceremonies must attend a meeting that will be held in the Media Centre to review the procedures for the trophy presentation.

Any other members of the media who wish to request access to the ice should do so no later than noon on Saturday, the day before the Championship Final. Access to the ice will be subject to CHL approval. Access to players and coaching staff will be allowed

once Sportsnet's and TVA Sports' live television broadcasts are completed, if approved by the CHL.

## **BROADCAST INFORMATION**

All the games of the 2012 MasterCard Memorial Cup will be broadcast throughout Canada by Sportsnet and TVA Sports.

Sportsnet and TVA Sports hold the exclusive television broadcast rights for the Canadian Hockey League (CHL) and the MasterCard Memorial Cup. No other cameramen will be authorized to film the action during the MasterCard Memorial Cup.

Three 90-second time-outs will be observed during each period for commercial breaks (not including overtime, if needed). These time-outs will be taken as close as possible to the 14-, 10- and 6-minute marks on the game clock. The television time-outs will never be taken during power plays.

As the official broadcasters, Sportsnet and TVA Sports will have privileged positions throughout Centre Bionest. All other broadcasters must respect the positions of the rights holders in the building.

Outside broadcasters who wish to film inside Centre Bionest must comply with the following instructions:

- A)** Before setting up for the day, please coordinate with the CHL media director or Sportsnet/TVA Sports to confirm the time and place.
- B)** All filming from the zamboni and ice level entrance must be completed no later than 50 minutes before game time (for example, 18:10 if the game starts at 19:00).
- C)** All cables in this area must be collected no later than 45 minutes before game time (for example, 18:15 if the game starts at 19:00).
- D)** All filming from platforms in the stands must be completed no later than 15 minutes before game time (for example, 18:15 if the game starts at 19:00)
- E)** Filming in the Centre Bionest concourse is allowed at all times, up until two (2) hours before the start of each game.
- F)** Post-game filming from the zamboni and ice level entrance is not allowed.

- G) Post-game filming from platforms in the stands is allowed immediately after the game, except after the final as per the On Ice Access section.
- H) For any questions, problems, or to obtain game highlight packages, please contact Scott Carruthers in the Sportsnet truck.

### **PLAYOFF FORMULA**

The MasterCard Memorial Cup is a single round-robin format tournament among four competing teams for a total of six games. The following formula is used to decide a tie in the standings at the conclusion of the round-robin schedule of games.

1. If two teams tie for the final playoff position, at the conclusion of the single round robin series of games, a sudden death game between the two tied teams shall be played with the winner to advance to the semi-final game. The home team in the sudden-death game shall be the team that won the round robin game between the two teams.
2. a) In the event three teams should tie for the final playoff place position, at the conclusion of the single round robin series of games, the game each team played against the first place team shall be removed from their records. The tie breaking formula shall be as follows: Add each team's goals for with their goals against which sum you divide into such team's goals for. The team with the highest percentage gains the higher position in the standings and an automatic berth as home team in the semi-final game. The remaining two teams shall play a sudden-death game with the winner to advance to the semi-final game. The home team in the sudden-death game will be the team that won the round robin game between the two teams.
2. b) In the event that after using the above mathematical exercise all three teams should still remain tied, the game each team played against the first place team shall be added to their records. The same formula from 2(a) will be applied to finalize the rankings of the three teams.
3. In the event that two teams shall tie for a playoff position, other than the final playoff spot, the game between the two teams in the round robin shall determine the higher ranked team.

- 4. a)** In the event three teams should tie for first place at the conclusion of the single round robin series of games, the game each team played against the fourth place team shall be removed from their records. The tie breaking formula shall be as follows: Add each team's goals for with their goals against which sum you divide into such team's goals for. The team with the highest percentage gains the higher ranking in the standings and an automatic berth as home team in the Memorial Cup Championship game. The remaining two teams shall play in the semi-final game. The home team in the semi-final game will be the team that won the round robin game between the two teams.
- 4. b)** In the event that after using the above mathematical exercise all three teams should still remain tied for first place, the game each team played against the fourth team shall be added to their records. The same formula as in 4(a) will be applied to finalize the rankings of the three teams.
- 5.** In all cases the higher ranked team shall be the home team. The following trophies will be in competition during the 2012 MasterCard Memorial Cup:

## 2012 MASTERCARD MEMORIAL CUP INDIVIDUAL AWARDS

**The Ed Chynoweth Trophy - (Top Scorer)**

**The Stafford Smythe Memorial Trophy - (Most Valuable Player)**

**The George Parsons Trophy - (Most Sportsmanlike Player)**

**The Hap Emms Memorial Trophy - (Outstanding Goaltender)**

The MasterCard Memorial Cup All-star Team will be made up of one goalie, two defencemen and three forwards.

The members of the National Hockey League (NHL) Central Scouting Bureau will select all the individual trophy recipients, the players on the MasterCard Memorial Cup All-Star Team and the three stars for each game.

## **CONTACT INFORMATION – 2012 MASTERCARD MEMORIAL CUP MEMORIAL CUP - Media Directors**

CHL / OHL • Paul Krotz 647 505-8010  
QMJHL • Photi Sotiropoulos 514 231-2134  
WHL • Cory Flett 403 462-2820  
Photographers • Aaron Bell 613 920-4774

### **DIRECTIONS FOR MEDIA CENTER**

At all times:

From the front entrance, the first door on the left will bring you to level 1. From the door at the end of the corridor, go towards the left to reach the media center.

From 8 am to 5 pm: A second access point is available from the delivery door. From the front entrance, from outside, the door is on the opposite side of the Bionest Center.

### **TEAM MEDIA DIRECTORS**

**Shawinigan Cataractes:** Marie-Christine Boucher: **819 668-5844**

**OHL:** Edmonton Oil Kings – Ryan Ohashi: **780 996-6192**

**WHL:** London Knights – Natalie Wakabayashi: **519 852-0366**

**QMJHL:** Saint-John Sea Dogs – Greg Leland: **506 343-4325**

**SPORTSNET:** Scott Carruthers: **416 764-6545**

**TVA Sports:** Éric Pedneault: **514 647-5574**

### **HOTELS**

All journalists or members of the media are invited to stay at the Comfort Inn Hotel & Suites. Rooms have been reserved prior to arrival.

#### **Comfort Inn & Suites**

500, boul. du Capitaine-Jos-Veilleux  
Shawinigan QC  
G9P 5H6

#### **To make a reservation, contact:**

Nicole Lacroix 1 888 838-0747 or by e-mail at:  
nlacroix@voyagesarcenciel.com

If you wish to stay in another hotel, please contact Nicole Lacroix.

**\*\*Note:** Please take a few moments to read the cancellation policy of the hotel where you are staying.