



Association Update



New Logo, New Home, New Partners, New On-Line Store

The London Devilettes are very proud to announce four new and exciting initiatives that will begin this year making the player and parent experience that much better.

1- **New Logo** - Beginning in June 2015 you may have started to see the new and exciting logo for the London Devilettes. Not only is this refreshed logo continuing our legacy as a benchmark for girls hockey, it will actually help us share in its usage by allowing us to obtain a certain percentage of select items sold at our exclusive vendor for 2015-2016 season, **Source for Sports London**, and in the future. This logo will be displayed on our competitive Red jerseys and on house league jerseys in the upcoming season. As well, all current garment can be purchased IN STOCK at Source for Sports.

2 - **New Home** - For years the Devilettes haven't had a location to call their home rink. We are pleased to announce that our new home arena will be the **London Sports Park** (99 Brookside Dr.). This centrally located arena has undergone substantial renovations and will include an exclusive dressing room for our London Junior PWHL team as well as a coaches room, renovated score boards and on ice logos that proudly display our brand. We are confident that the heated spectator area along with the full service restaurant and professionally run and recently renovated arena will be a good fit for our current and future vision.

3 - **New Partners** - In an effort to enhance our image and unify our look, we have partnered with **BAUER** and **SOURCE FOR SPORTS** for our team unit program. This exciting partnership provides the following benefits:

- a. Substantial sponsorship support to our organization. Both Bauer and Source will support us on an annual basis going forward, allowing us to reduce the members portion of what our operating costs.
- b. A loyalty savings card for all members. If your daughter plays for the organization, SOURCE FOR SPORTS will give you a discount card for in store purchases on any sport item (not only hockey).
- c. A unified look across the organization. All teams pre-game apparel will eventually look the same. This will reduce your year over year costs on team unity apparel and also increase our unified brand image.
- d. Items in-store and in-stock at time of sale. SOURCE FOR SPORTS will carry and stock both game wear and promotional wear at their store. This exciting initiative allows our players and family members the ability, for the first time, to buy an item and walk out of the store with it immediately. The pricing and savings are substantial compared to previous years

4 - **New ON-LINE STORE** - For the first time ever, you can browse, click and buy Devilettes items from our website, by using the Devilettes Store Link. We are very excited to allow our families this ability to browse and purchase from the comfort of their own homes.

We are very proud of these accomplishments and are very excited for you take full advantage of these new benefits for the London Devilettes.