

PROFILE + OVERVIEW



MARITIME JUNIOR HOCKEY LEAGUE



www.themhl.ca

Join Us on the Edge

EMBRACING AN EXCITING NEW FUTURE – CELEBRATING OUR 53 YEAR HISTORY

The MHL has a deep and rich pedigree covering some of the greatest moments in Maritime hockey history.

- ❑ *Formed in 1967, the Metro Valley Junior Hockey League was only in Nova Scotia, as a Jr 'B' league*
 - ❑ *Ascended to Junior "A" status in 1977*
 - ❑ *Expanded into New Brunswick in 1983.*
 - ❑ *1991 - a new name "Maritime Junior A Hockey League" and the addition of Summerside PEI.*
 - ❑ *In 2010, the MJAHL rebranded to the "Maritime Hockey League" and adopted a new logo*
 - ❑ *The League has hosted the Royal Bank Cup and the Centennial Cup 7 times, winning in 1997 & 2002.*
- Today, the MHL is one of 10 leagues in the CJHL which boasts 132 teams and over 2,600 players.*



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EMBRACING AN EXCITING NEW FUTURE – A NEW PRESIDENT

The MHL is boldly embarking upon new directions to re-imagine its future. Cornerstone building blocks include a new president, a new mission statement and new key drivers for success.

Effective June 3, 2019 the MHL introduced STEVE DYKEMAN as the new President to lead the League forward into an new era of success. Born in New Brunswick, with national and international experience, Dykeman brings an exceptional sales and marketing record as a business leader and will foster a deeper focus on growing the business of the MHL.



Steve Dykeman
President, MHL

Career Accomplishments:

- Responsible for top line sales revenues in excess of \$70M in a variety of industries.
- Led Andrew Peller Limited to significant growth over 16 years in both Eastern & Western Canada.
- Opened a new state of the art brewery in Moncton during a 4 year Molson career
- At JD Irving, developed sales and marketing strategies for growth into new markets.

Eastlink North Division



Eastlink South Division



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EMBRACING AN EXCITING NEW FUTURE – NEW MISSION STATEMENT

MHL Board of Governors have adopted an aspirational Mission Statement.
One that will resonate in the rinks, the hallways, the hotels, the dressing rooms, the
kitchens, the schools, the bars, the restaurants, the coffee shops.
Wherever hockey people congregate.

MISSION STATEMENT

*"By embracing development, innovation and advancement,
the MHL aspires to be known as
the premier Junior "A" league in Canada"*



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EMBRACING AN EXCITING NEW FUTURE - CURRENT HIGHLIGHTS

- ❑ 53 years of consecutive play
- ❑ 12 Franchises - *making communities stronger through Junior "A" hockey*
- ❑ 3 Provinces - NS | NB | PEI
- ❑ *Developing the next generation of business and community leaders*
- ❑ New Franchise - Fredericton Red Wings return after almost 40 years
- ❑ *New ownership in Campbellton and Pictou County*
- ❑ 5 new Head Coaches - average age 37 years old
- ❑ *Yarmouth Mariners - Defending Champions*



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EMBRACING AN EXCITING NEW FUTURE – UNLEASHING OUR FULL POTENTIAL

ATTENDANCE

- ❑ 35% increase over the past 2 years

EASTLINK COMMUNITY TV

- ❑ Awareness - 76% of potential viewers are aware that Eastlink televises MHL games
- ❑ Exposure - 39% viewers have watched MHL hockey
- ❑ Core Audience - 44,705 viewers regularly watch MHL games

SOCIAL MEDIA PLATFORMS

- ❑ Strong and growing – almost 7,000 on Twitter

STREAMING

- ❑ Hockey TV- 312 games + playoffs



eastlink
community



TWITTER ANALYTICS

IMPRESSIONS	ENGAGEMENT
331,287 / MONTH	3.6%

2018-2019 SEASON

USERS	18,752/MONTH
SESSION DURATION	4.51 MINUTES
PAGES / SESSION	4.49

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EMBRACING AN EXCITING NEW FUTURE – NURTURING LOCAL TALENT

FACT

Ever increasing percentage of players originate from one of the three (3) maritime provinces.

Last season, almost 80% called NS-NB-PEI home

FACT

The league continues to become 'younger' with almost 40% of all players aged 16-18 years old



EMBRACING AN EXCITING NEW FUTURE – BEYOND THE RINK

Rapidly expanding concentration on education and the development a full suite of life skills.

FACT - *over the past 3 years, 84 players have advanced their post secondary education and hockey development at the U SPORTS or NCAA level.*

NEW - *league wide partnership with the CMHA to enhance the level of understanding of mental health issues*



Canadian Mental
Health Association

Association canadienne
pour la santé mentale

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EMBRACING AN EXCITING NEW FUTURE – TESTIMONIAL

JACOB STEWART

'Junior "A" really helped prepare me for Major Junior with the Wildcats. It got me used to playing against bigger and older guys. I learned a lot with the Pictou County Weeks Crushers and had a good experience. The Crushers Head Coach showed me so many things...I want to say thanks to him.'



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