



CANADIAN
PROFESSIONAL
HOCKEY LEAGUE

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MAY 14 2014

Monday, May 12th, 2014

Dear Mayor Bob Bratina and Members of Council,

I am the lead proponent for the new, **Independent** Canadian Professional Hockey League (CPHL). The CPHL is going to provide dynamic and creative entertainment for hockey fans across Canada, and I would like to seek your assistance to bring a franchise to your community.

We feel that there is a niche professional hockey market **between** the National Hockey League and the premier, minor professional American Hockey League, for cities and regions across Canada. The CPHL brand of hockey will appeal to the fans of the sport who want to witness a competitive game played with a high level of the sport's core set of skills (skating, passing, shooting and checking), at a fan friendly ticket price.

The CPHL has determined that the beauty and essence of the game can be brought to professional hockey through the refinement of the official rules of the current professional hockey leagues throughout North America. Three key CPHL rule changes in combination with each other will make the CPHL stand alone amongst all professional and amateur leagues **throughout the entire world**. These particular rule enhancements will provide improved safety for the players, and will create more player and puck movement, to delight and entertain the fans of hockey.

Hockey roots are deeply entrenched in our Canadian culture and passion for the game galvanizes our nation from coast to coast to coast. We envision that the CPHL style of hockey is where the future of the sport is headed in North America and it is this style of play that will ultimately keep more Canadian children aspiring to play hockey into their teenage years and beyond.

I would like to formally ask you to refer this letter to your Economic Development Department and to circulate it freely to your business and entrepreneurial community (Board of Trade, Chamber of Commerce, Business Associations, etc.) for their consideration of this economic opportunity. Proposed ownership models that are available include: sole, limited partnership and community based. Please refer to the CPHL website (www.thecphl.ca) to gather further information about the Canadian Professional Hockey League.

I thank you for your assistance to promote this economic opportunity for your community.

Sincerely,

Ron Smith