

Your Business ... Your Burlington

TIGER-CATS ANNOUNCE BURLINGTON INITIATIVES

September 28th, Hamilton, Ontario – The Hamilton Tiger-Cats unveiled a series of initiatives focused in the City of Burlington today.

Among the announcements were:

“The Tiger-Cats are Burlington’s Team”

Burlington Mayor Rick Goldring proclaimed that the Tiger-Cats are ‘Burlington’s team’

“Burlington has a long tradition of supporting the Hamilton Tiger-Cats. I’m proud to proclaim that the Ticats are Burlington’s official CFL team. Oskee Wee Wee,” said Goldring.

High School Mentorship Program

The Ticats have established a high school mentorship program, in which Ticats players will serve as mentors and guest football coaches at Burlington high schools.

Burlington TigerTown Council

Continuing on the success of the TigerTown council in Hamilton, the Ticats will create an advisory group comprised of members of the Burlington community leaders to help build the Ticats brand in the Burlington area.

Black and Gold Day in Burlington

The Tiger-Cats annual Black and Gold Day – a fan festival held each year during training camp – will continue to be held in Burlington on an ongoing basis.

Shuttle Service Coming in 2012

Beginning in 2012, season seat holders in Burlington will be provided with free shuttles to and from Ivor Wynne Stadium.

Burlington Night on October 22

The Tiger-Cats have designated their October 22 game vs. BC as ‘Burlington Night.’ Details about the game, including ticket packages available at several Burlington establishments, will be announced soon.

“The Ticats have always had a strong following in Burlington and we are excited to increase our presence within the Burlington community. We look forward to continuing to grow the Ticats brand in Burlington for years to come,” said President Scott Mitchell.

About the Hamilton Tiger-Cats

The Hamilton Tiger-Cats are a member of the Canadian Football League (CFL) with a rich 142-year history, which includes 15 Grey Cup Championships. For more information log onto www.ticats.ca