



## **Eh! O' Canada Go!**

### **Canadian Fans Ready to Take to the Ice with New Official Hockey Cheer**

*Names of first million fans to join 'Cheer Nation' in support of the cheer to be displayed in Hockey Hall of Fame*

November 8, 2009 (Summerside, PEI) – Even before the start of the 2010 IIHF World Junior Championship, Canadian hockey fans have reason to celebrate. Beginning today, fans now have an official hockey cheer that will unite their collective spirit, enthusiasm and support for their national teams. Recognizing the lack of a unified hockey cheer, Pepsi began the movement to unify the voices of Hockey Canada's fans, beginning with a competition to develop an official cheer.

After months of anticipation and over a thousand submissions from across Canada, the winning cheer, 'Eh! O' Canada Go!' was finally unveiled this past weekend at the World Junior A Challenge in Summerside, P.E.I.

Building on the movement's growing momentum and the excitement of having a unifying hockey cheer, Pepsi is now also offering the first million hockey fans that join 'Cheer Nation' in support of the cheer, a once-in-a-lifetime opportunity to have their name included in a display in the Hockey Hall of Fame alongside legendary memorabilia that captures some of the game's greatest moments. Fans can register to join 'Cheer Nation' for their chance to appear in the Hockey Hall of Fame at [www.pepsi.ca](http://www.pepsi.ca).

"As long-time supporters of Hockey Canada, Pepsi wanted to give Canadians a unified voice that encompassed their passion for Canada's hockey teams," said Dale Hooper, Vice President of Marketing for PepsiCo Beverages Canada. "It was equally important to us to acknowledge all the fans who will join 'Cheer Nation' and give them a truly exclusive opportunity - to have their name in the Hockey Hall of Fame alongside some of the sport's greatest legends."

#### **High school teacher pens Hockey Canada's new official cheer**

The unveiling of the new national hockey cheer, written by high school teacher and die-hard fan, Joan Wheaton Buma of Grimsby, Ontario, occurred during the World Junior A Challenge in Summerside, P.E.I. Buma took top spot with her cheer, "Eh! O' Canada Go!", beating out over a thousand submissions from across Canada for the Pepsi-sponsored competition. The high school teacher took almost half of the votes to secure victory – and a place in Hockey Canada history. Buma was on hand at the World Junior A Challenge to lead the fans with the new official cheer. Joining Buma to help lead the fans was Pepsi ambassador and professional sports fan Cameron Hughes.

"My goal was never to win – I just wanted to share my cheer with others who like me, are passionate about Canada and our national sport," said Buma. "Thanks to Pepsi I am living every hockey fan's dream. I am so grateful to those who voted for my cheer and in particular,

the staff and students of Smithville Christian High School, who have been behind me every step of the way.”

Buma’s whirlwind hockey adventures at the World Junior A Challenge in Summerside P.E.I. will be repeated again in December when she and a guest will watch Hockey Canada’s National Junior team play for its sixth-consecutive first-place finish at the 2010 IIHF World Junior Championship in Saskatoon and Regina, Saskatchewan. Also part of her first-place finish, she will travel to Germany to attend the 2010 IIHF World Championship.

“Joan’s cheer had all the elements we were looking for – it had the potential to engage a crowd, was energetic, fun, original and above all, patriotic,” said Cameron Hughes, Pepsi ambassador and official fan for several professional sports teams. “I know from all my years supporting teams that this is going to be a cheer crowds will love to use and will give our teams the encouragement they need to defend Canada’s top spot in world hockey competitions.”

### **Pepsi’s movement to unify Canadian hockey fans**

Pepsi and Hockey Canada launched a movement in September to help unify the voices, hearts and spirits of Canadian hockey fans. Fans were asked to upload their videos, picture plus audio clips or texts and photos of what they thought Hockey Canada’s national cheer should be. After over 1,100 submissions, the top three were selected by an independent judging panel, and Canadians had from October 19<sup>th</sup> to November 1<sup>st</sup> to vote for the winning cheer.

"The enormous response to this competition and Joan's victory further proves that hockey is a sport that touches all types of people from coast to coast," said Bob Nicholson, president and CEO, Hockey Canada. "We at Hockey Canada extend our sincere congratulations to Joan Buma and look forward to hearing fans shout her new cheer in unison to support their national teams, wherever Team Canada plays."

For more information on the movement to create a national hockey cheer, the opportunity for the first one million fans to become part of the Hockey Hall of Fame as part of the Cheer Nation program, or for additional details regarding the next phase of the Join the Cheer contest, please visit [www.pepsi.ca](http://www.pepsi.ca).

### **About PepsiCo® Canada**

PepsiCo’s businesses in Canada are organized into two business units. PepsiCo Foods Canada (PFC), includes Frito Lay Canada and the Quaker Foods & Snacks business. PepsiCo Beverages Canada (PBC), includes Pepsi-Cola Canada, Gatorade and Tropicana. In total, PBC markets a variety of beverages under the following trademarks: PEPSI, DIET PEPSI, 7UP, MOUNTAIN DEW, MUG, AQUAFINA, SOBE, LIPTON and BRISK ICED TEAS, STARBUCKS BOTTLED FRAPPUCCINO, GATORADE, DOLE and TROPICANA.

PepsiCo offers the world’s largest portfolio of billion-dollar food and beverage brands, including 18 different product lines that each generate more than \$1 billion in annual retail sales. The main businesses – Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade – also make hundreds of other nourishing, tasty foods and drinks that bring joy to consumers in over 200 countries, including Canada. With more than \$43 billion in worldwide 2008 revenues, PepsiCo employs 198,000 worldwide who are united by our unique commitment to sustainable growth, called Performance with Purpose. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. For more information, please visit [www.pepsico.com](http://www.pepsico.com).