



FOR IMMEDIATE RELEASE
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MONCTON – Downtown Moncton Centre-ville Inc. (DMCI) is calling upon Metro Moncton to Memorial Cup-*anize* their homes and businesses during the month of May leading to the 2006 Memorial Cup.

The CHL tournament, Canada's second largest sporting event after the CFL's Grey Cup, will be held at the Moncton Coliseum from May 19 – 28, and although tickets to the games themselves are out of reach for most Monctonians, DMCI knows this event goes beyond the hockey action.

“As was the case with the Francophone Summit in 1999, Monctonians couldn't go to the meetings with these world leaders, but we all still felt like we were a part of this huge event which gathered nations together in our City,” says DMCI President Pierre Gallant.

The 2006 Memorial Cup will put Moncton on the national stage, and DMCI wants to ensure Canada and other parts of the world feel our community spirit.

“For 10 full days, all of Canada, as well as other parts of the world, will be focused on our community, showcasing our true spirit, and the real reasons behind our ability to attract these types of events,” adds Mr. Gallant.

And to help the community feel like they are a part of this prestigious event, starting May 1st, DMCI is encouraging the City's residents to show their “wildest” side by decorating their homes, businesses, schools, classrooms, cars, etc...

With the help of Canadaeast.com, the public will be invited to post their photos on the Canadaeast.com Memorial Cup Picture Gallery. The “wildest” participants will have a chance at some great prizes including tickets to the Memorial Cup games.

So take a walk on the “wild side” and let the world see our true spirit, while showing your support for our own Moncton Wildcats...Go Cats Go!

All of these details and more can be found at www.canadaeast.com under the Downtown Moncton Memorial Cup banner.