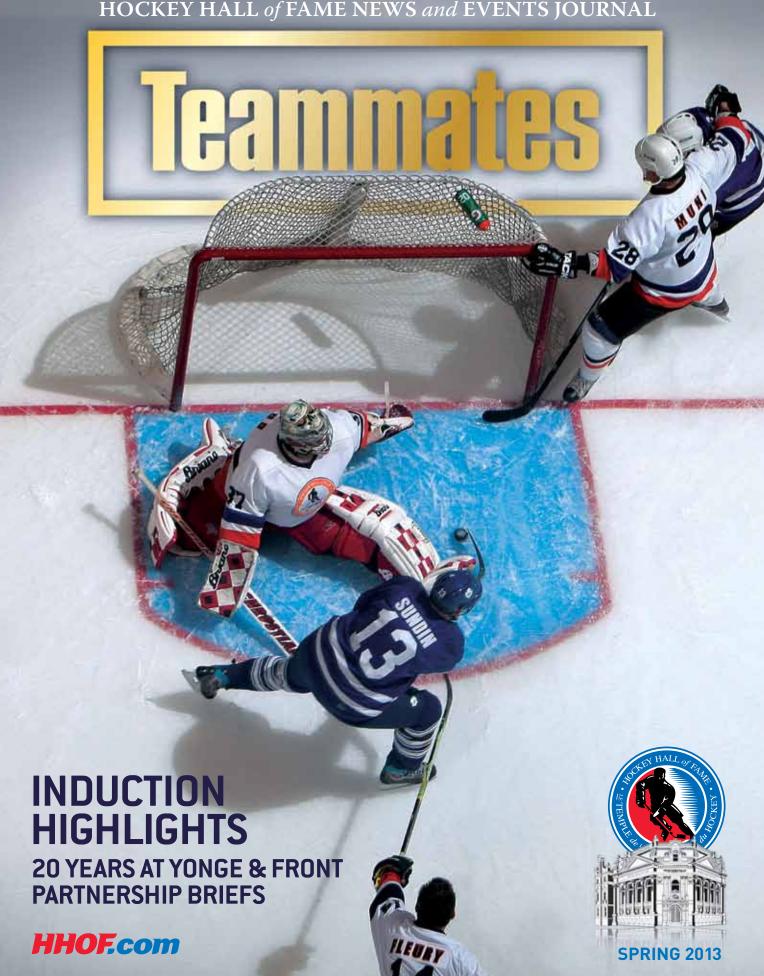
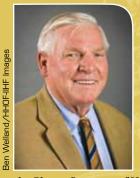
HOCKEY HALL of FAME NEWS and EVENTS JOURNAL





LETTER FROM THE **CHAIRMAN** & CEO

Dear Honoured Members and Friends.

This past November we inducted four outstanding individuals into

the Player Category of Honoured Membership: Pavel Bure, Adam Oates, Joe Sakic and Mats Sundin. The Induction weekend was full of activities for this distinguished group and their families, including the Porter Airlines Inductee Fan Forum, the Haggar Hockey Hall of Fame Legends Classic, and Monday night's Gala. The 2013 Inductees will be announced on July 9th when the Selection Committee meets in Toronto.

Twenty years ago, the Hockey Hall of Fame moved from the CNE grounds to its magnificent home at the corner of Yonge and Front Streets. We celebrate 20 incredible years at Brookfield Place on June 18, 2013. As we have grown, much of the Hall of Fame has been revitalized. Highlights for me include: our expanding relationship with the International Ice Hockey Federation, relocation of the **Spirit of Hockey** store to street level, opening of the D.K. (Doc) Seaman Hockey Resource Centre, and the newly renovated Esso Great Hall.

After 33 years with the Hockey Hall of Fame, 15 in which I served as Chairman and CEO, it's time to move on to new ventures.

I would like to thank the Hall for making it possible for me to meet and work with outstanding hockey personalities and business leaders. Special thanks go to the excellent Hall of Fame staff for their dedication and hard work in making the Hall so successful. Thank you for 33 wonderful and exciting years.







COVER IMAGE

Mats Sundin tries to slide the puck past netminder Trevor Kidd with Theoren Fleury in hot pursuit at the Haggar Hockey Hall of Fame Legends Classic on the Sunday of Induction Weekend.

CORPORATE MATTERS

INDUCTION 2013

The annual meeting of the Hockey Hall of Fame Selection Committee will be held in Toronto on July 8 & 9, 2013 to deliberate and vote on duly nominated candidates for the annual **Induction**



Celebration scheduled on Monday, November 11, 2013. •••••

ANNUAL GENERAL MEETING

The following new appointments were confirmed at the Annual General Meeting of the Members of HHFM in Toronto on March 27, 2013:

- Geoff Molson, Owner, President and CEO, Montreal Canadiens Hockey Club, elected to the Board of Directors.
- Members of the Hockey Hall of Fame Selection Committee re-appointed for an additional three-year term expiring March 31, 2016:

Eric Duhatschek Mike Emrick Michael Farber Lanny McDonald Peter Stastny Bill Torrey

BOARD OF DIRECTORS

Nominated by:

Bill Hay, Chair Corporate Governance Committee Jim Gregory, Vice-Chair National Hockey League Rick Brace Corporate Governance Committee Shelley Carroll City of Toronto

Murray Costello Corporate Governance Committee Bill Daly National Hockey League Ron DeGregorio **USA Hockey**

René Fasel

International Ice Hockey Federation Donald Fehr Corporate Governance Committee National Hockey League **Bob Gainey**

Mark Grimes City of Toronto Doug Holyday City of Toronto National Hockey League Pat LaFontaine

Geoff Molson National Hockey League Ian Morrison Corporate Governance Committee

Bob Nicholson Hockey Canada National Hockey League Glen Sather Larry Tanenbaum National Hockey League

SELECTION COMMITTEE

Peter Stastny

Bill Torrey

Jim Gregory, Co-Chair Toronto, ON Pat Quinn, Co-Chair West Vancouver, BC Scott Bowman East Amherst, NY David Branch Toronto, ON Brian Burke Toronto, ON Colin Campbell Toronto, ON John Davidson Bedford, NY Marc de Foy Longueuil, PQ Eric Duhatschek Calgary, AB Mike Emrick Port Huron, MI Michael Farber Verdun, PQ Richmond Hill, ON Mike Gartner Anders Hedberg Lidingo, SWE Bloomfield Hills, MI Igor Larionov Lanny McDonald Calgary, AB Serge Savard Montreal, PQ

St. Louis, MO

West Palm Beach, FL





MEDIA RELEASE

HOCKEY HALL of FAME ANNOUNCES SUCCESSION APPOINTMENTS



Pat Quinn to become Chairman of the Board, effective August 1, 2013

TORONTO (March 27, 2013) – Bill Hay, Chairman and CEO of the Hockey Hall of Fame, announced today that he will be retiring on July 31, 2013 and that Selection Committee Co-Chairman, Pat Quinn, will assume the office of Chairman of the Board and Jeff Denomme will become chief executive officer in addition to his current role as President. These succession appointments, effective August 1, 2013, were confirmed at the meeting of the Board of Directors held earlier today in Toronto.

Hay was appointed as Chairman and CEO in July 1998 and his service to the Hockey Hall of Fame includes 18 years

"I HAVE COUNTLESS **FOND MEMORIES** OF MY ASSOCIATION WITH THE HOCKEY HALL OF FAME **OVER THE PAST 33** YEARS. IT'S BEEN AN INCREDIBLE **HONOUR AND PRIVILEGE TO SERVE THIS ICONIC INSTITUTION AND TO** INTERACT WITH THE PEOPLE THAT MAKE IT SO SPECIAL." **BILL HAY**

as a Director (1995-2013) and another 15 years as a member of the Selection Committee (1980-1995). Under Hay's leadership, the Hall has strengthened relations with key constituents such as the IIHF, NHL, NHLPA and Hockey Canada, and has invested over \$30-million in capital assets including two

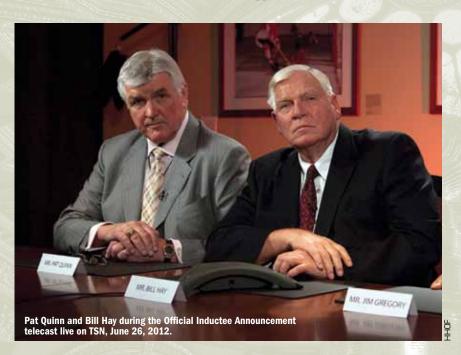
major expansion projects.

"I have countless fond memories of my association with the Hockey Hall of Fame over the past 33 years," said Hay. "It's been an incredible honour and privilege to serve this iconic institution and to interact with the people that make it so special. With today's appointments, I am confident that the Hall will carry on the outstanding work of preserving and promoting the history of our great game."

Quinn has been a member of the Hockey Hall of Fame Selection Committee since 1998. His hockey resume includes a nine-year NHL playing career, as well as executive, managerial and/or coaching positions with the Philadelphia Flyers, Los Angeles Kings, Vancouver Canucks, Toronto Maple Leafs, Edmonton Oilers and Hockey Canada. In November 2012, Quinn was inducted as a member of the Order of Canada.

"The Hockey Hall of Fame celebrates excellence in the game of hockey and in view of this mandate I am especially proud to become Chairman of the Board," said sustainable operations, he was appointed President, Chief Operating Officer and Treasurer in January 1998. His strategic vision and hands-on approach have propelled the Hall's on-going growth and development.

"The opportunity to be a part of shaping a premier attraction dedicated to our game is a truly unique and engaging experience," said Denomme. "I am grateful to Bill for his contributions and support and to our Board for their



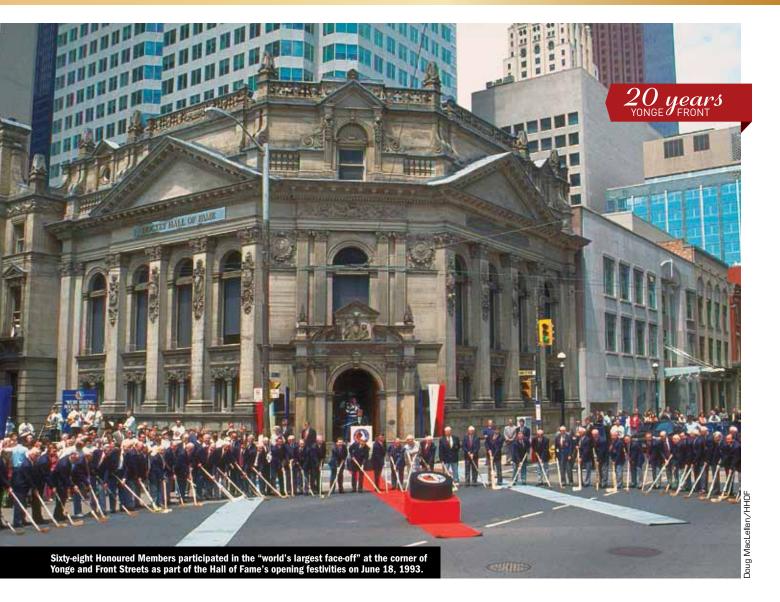
Quinn. "Bill Hay's distinguished service is unparalleled and the manner in which his leadership has advanced the Hall's interests, along with the respect I have for the Selection Committee and selection process, are all key motivating factors to contribute at the Board level."

Denomme began his career as an intern with the Hockey Hall of Fame in 1986 and, after playing an instrumental role in the relocation and expansion to Brookfield Place (1993) and in establishing

endorsement as we strive to innovate and build on past accomplishments which have made the Hockey Hall of Fame a leader in the sports hall of fame and museum field."

"THE HOCKEY HALL OF FAME
CELEBRATES EXCELLENCE IN THE
GAME OF HOCKEY AND IN VIEW OF
THIS MANDATE I AM ESPECIALLY
PROUD TO BECOME CHAIRMAN OF
THE BOARD." PAT QUINN

TEAMMATES



THE HOCKEY HALL of FAME CELEBRATES 20 YEARS AT YONGE & FRONT

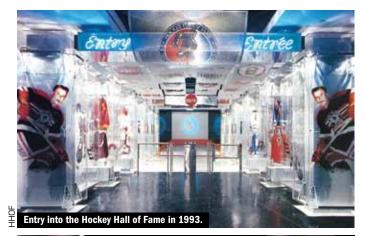
Back in 1986, the NHL Board of Governors convened and determined that the Hockey Hall of Fame needed to find a new home; one that would usher in a new chapter of exponential growth and grandeur.

So, after 32 years on the grounds of the Canadian National Exhibition, which included only 7,000-square feet of display space, the Hockey Hall of Fame moved into a newly-renovated 51,000-square foot facility, anchored at street level by the historic bank building at Front and Yonge, the gateway intersection to Toronto's downtown core.

he opening ceremony took place on June 18, 1993. On hand were 68 Honoured Members who participated in the "world's largest face-off" outside of the Hall of Fame to officially start a game like no other. Since day one at this new location, the Hall of Fame was no longer simply a museum, but rather, an innovative sports experience that actively engages visitors.

So began two decades of unforgettable tributes, partnerships, and expansion projects. Apart from the replica Montreal Canadiens dressing room, every square inch of the Hall has experienced change, and in most cases, numerous changes. Exhibits have evolved significantly, repeatedly bringing forth the newest technologies and showcasing the changing landscape of the game.

Teammates





Through a significant contribution and alliance agreement with the International Ice Hockey Federation (IIHF), the Hockey Hall of Fame completed its first major expansion in 1998 by opening the World of Hockey Zone, a 3,500-square foot area dedicated to the global game, including World and Olympic competition as well as profiles on all IIHF member countries

and honour roll. This project also supported the move and expansion of the HHOF resource centre and staff offices onto the second floor.

Two years later, the Hall of Fame initiated its New Millennium Revitalization Plan, a six-year endeavour which included major exhibit enhancements. During this period, the Hall of Fame expanded its interactive zone,

renovated its two theatres, erected a 'Team of The Century' monument honouring Team Canada '72, and introduced several new multimedia exhibits. The unveiling of the NHL Zone in 2006 was the final stage of this ambitious plan.

Further expansion of the original Hall of Fame footprint occurred both in 2009 and 2010. First, the HHOF Resource Centre moved from its downtown location to a new complex in west Toronto, featuring an 18,000-square foot facility to house its vast artifact and archival collections. Just over a year later, the Hall's retail store moved into a 6,000-square foot space at street level, adjacent to the Hall's historic bank building at Yonge and Front. This move facilitated a second expansion of the World of Hockey Zone.

This past year, the Hall of Fame completed its Great Hall Renewal Project as well as redeveloped its largest theatre. With funding from Imperial Oil, the Great Hall, home to the Stanley Cup, the major NHL trophies, and all Honoured Member plaques, underwent re-design and re-configuration of the interior exhibition space with new custom-built trophy showcases and displays to accommodate future Inductees over the next 15 to 20 years. Founding sponsor TSN supported the redevelopment of the theatre, which now showcases Stanley's Game Seven (3D), hockey's first 3D film.

Several temporary exhibits have been spotlighted since the Hall of Fame's 1993 opening, including the Wayne Gretzky Exhibit (1999), the HHOF 10th Anniversary Exhibit (2003), the Montreal Canadiens Centennial Tribute (2009), and the Olympic Medals Exhibit (2010). A number of key artifacts have also placed the Hall of Fame in the headlines and have garnered permanent showcases, including the Lucky Loonie acquired at the 2002 Winter Olympics and the Golden Goal from the 2010 Winter Olympics.

As much as things have changed since 1993, key elements have remained the same. Every Induction has taken place at the Hockey Hall of Fame, the game's greatest treasures and trophies remain on display, and fans and players alike continue to discover the magic of the game during their visit to this hockey sanctuary. And, as a forerunner in the Sports Hall of Fame industry, the Hockey Hall of Fame continues to succeed in diversifying its business to include thriving hospitality, retail, licensing, educational, outreach, and archival programs. Now that the Hockey Hall of Fame has recently renewed its principal lease at Yonge and Front through the year 2032, we look forward to another twenty vears of celebrating the greatest game on earth.

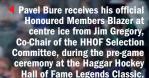






SPOTLIGHT 012 INDUCTION







Newly-inducted Adam Oates signs the Official Honoured Members Registrar.



HHOF Chairman & CEO Bill Hay (left) presents Mats Sundin with his Honoured Member Plaque.



The rings of Induction are proudly displayed by each of the four 2012 Inductees. L to r: Joe Sakic, Adam Oates, Pavel Bure, and Mats Sundin.



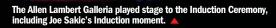
Teammates













A capacity crowd in the Esso Great Hall observed the Porter Airlines Inductee Fan Forum featuring the Induction Class of 2012.

L to r: Pavel Bure, Adam Oates, Joe Sakic, and Mats Sundin.



Partnership Briefs



CISCO SYSTEMS CANADA CO., the Canadian subsidiary of Cisco Systems, Inc., a global leader in networking that transforms how people connect, communicate and collaborate, has agreed to become a new HHOF partner commencing in May 2013. Cisco networking solutions will enable HHOF to manage and target deliver content throughout the museum and via Internet/mobile communications, including the infrastructure to support major capital projects planned for the next three to five years. All of HHOF's multimedia platforms (including HHOF.com) will carry the promotional designation "Powered by Cisco."

haggar.

HAGGAR CANADA CO., a leading manufacturer of men's and women's brand name clothing products, has expanded and extended its Hall of Fame sponsorship and retail partnership for an additional three years through April 2016. Haggar will continue to hold title sponsor to the HHOF Legends Classic and will now also present the HHOF Induction Showcase section of HHOF.com and the New Inductee Showcase located at street level next to the Spirit of Hockey store, in addition to becoming the official designer and supplier of the Official Honoured Member Blazer.



PEPSICO CANADA, a subsidiary of global PepsiCo Inc., the second largest food and beverage business in the world, has renewed its sponsorship through September 2017. A "Premier Sponsor" since 2002, Pepsi will continue to hold title branding to the *Shut Out* interactive games which consist of two virtual life-size, live-action goaltending challenges residing within the *NHLPA Be A Player Zone*, as well as remain the exclusive soft drink beverage partner of the Hockey Hall of Fame, including exclusive supply and vending rights within the museum and for private events.



TIM HORTONS, Canada's largest fast food service chain with over 3,000 restaurants nationwide, has come on board as a new Hall of Fame partner for three years through March 2016. Tims will become a "Co-Presenting Sponsor" of the annual *Induction Weekend/Celebration* and take title to the *Spotlight Theatre* (formerly Esso Theatre) adjacent to the entrance foyer, where it will recognize and promote individuals who have participated in the Timbits Minor Hockey Program, a community-based, grassroots sponsorship program for children four to eight years old at the house league level.

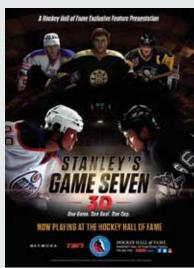
TST_{TM}

TSN/RDS, Canada's leading sports specialty TV channel and one of three long-standing HHOF founding sponsors, has renewed its partnership for an additional ten years through December 2022. TSN/RDS will continue to hold the broadcast rights to Hockey Hall of Fame events which include the "Hockey Hall of Fame Inductee Announcement", "Hockey Hall of Fame Induction Ceremony", and the "Hockey Hall of Fame Legends Classic." In addition to retaining title branding to the *TSN/RDS Broadcast Zone* (an interactive exploration of the nuances and evolution of television hockey broadcasting), the Hall of Fame's state-of-the-art theatre showcasing hockey's first theatrical 3D film production, titled *Stanley's Game Seven (3D)*, has been named the *TSN Theatre*. TSN/RDS's rights also include presenting sponsorship of the "Hockey Hall of Fame NHL Media Awards" and the *Stanley Cup Journal* section of HHOF.com.

On the Friday of 2012 Induction Weekend, the Hockey Hall of Fame kicked off the festivities with the official premiere screening of Stanley's Game Seven (3D) in the newly renovated TSN Theatre.





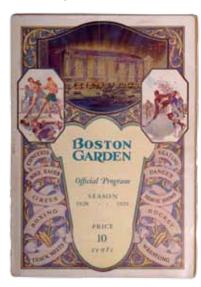




Recent ACQUISITIONS

BEGINNING OF AN ERA

Boxing promoter and entrepreneur 'Tex' Rickard designed and built seven "Madison Square Gardens" around the United States during the 1920's. Constructed specifically with boxing in mind, the Boston Garden (originally named Boston Madison Square Garden) was the



last of Rickard's shrines to be built, opening on November 17, 1928 with a boxing card that saw Dick Finnegan defeat World Featherweight Champion Andre Routis in a non-title fight. Rickard believed that the spectators should be close to the action and thus the extremely tight quarters, and for hockey, the non-standard rink dimensions of 191' long by 83' wide -- significantly smaller than most NHL rinks. The first NHL game in Boston took place on November 20,

1928 with the Montreal Canadiens playing the hometown Bruins. The Habs downed Boston 1-0 in the game, but it was remembered for the more than 17,000 spectators that jammed the building and the overflow crowd that stormed the gate, breaking windows and doors. The famed Garden officially closed on September 28, 1995. Kevin Himber of Harrisburg, Pennsylvania donated a game program from the first season at the Boston Garden, the first in the Hall of Fame's collection, from a February 12, 1929 Bruins game versus the Detroit Cougars. The Bruins would go on to win the Stanley Cup during the Garden's first season of operation.



ALLAN CUP

The Toronto National Sea Fleas were one of the finest Senior 'A' clubs of their time and captured the city's seventh Allan Cup championship as national champion in 1931-32. Sponsored by the National Yacht Club and nicknamed after the popular racing boat of the day, the Sea Fleas finished in third place during the regular season and in the playoffs, upset the first place Toronto Marlboros followed by Port Colborne to win the John Ross Robertson Trophy as OHA champion. Then, after downing Timmins, Ottawa and Montreal, the Sea Fleas won the Allan Cup with two straight victories over Fort William, and earned the right to represent Canada at the 1933 World Championship held in Prague, Czechoslovakia. Unfortunately, the Sea Fleas

were upset by the United States and had to settle for silver, becoming the first Canadian representative that failed to win gold internationally. John Zablocki of Hamilton, Ontario recently donated a collection that included the miniature Allan Cup that was awarded to Toronto National Sea Fleas Manager, W.G. McFarlane. Other early hockey items included a 1932-33 London Tecumsehs program and a photo of the 1899-1900 **WOHA Champion** Berlin Hockey Club.





MID-SEASON EXHIBITION

During the NHL's Original Six era, clubs would often play exhibition or charity games throughout the regular season. One of these games took place on November 20, 1962 at the Allen County War Memorial Coliseum in Fort Wayne, Indiana when the Montreal Canadiens played the hometown Fort Wayne Komets of the International Hockey League. The NHL squad downed the minor leaguers 4-1 in spite of the efforts of Komets' netminder Chuck Adamson, who kicked aside 62 of the 66 shots he faced. Former Komet Billy Richardson, who had retired following the 1957-58 season and turned to officiating, had worked the lines for that game and asked Montreal superstar Jean Béliveau for his stick following

the game. Not only did Béliveau agree, but he had many of his teammates, including future Hall of Famers Bernie Geoffrion, Tom Johnson, Dickie Moore, Jacques Plante and Henri Richard, autograph the stick for Richardson, who kept the prized possession under his bed for more than 50 years before telling his married daughter, Janet Richardson-Megles, the story. After raising some money by selling the stick in an auction, the stick's new owner, Linda Anderson, donated it to the Hall of Fame as another unique piece of hockey history.



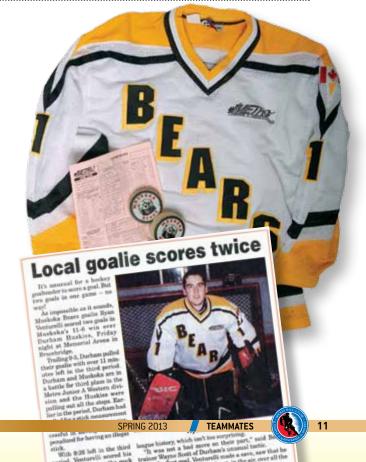
HONOURED MEMBER ARTIFACTS RECEIVED

Father David Bauer - Collection Harold Ballard - Documents Andy Bathgate – *Equipment* Jean Béliveau - Correspondence Turk Broda – Magazine article Pavel Bure - New Inductee donation Paul Coffey - Jersey Phil Esposito – Patch Gordie Howe - Licence plate Ted Kennedy - Puck Igor Larionov - Jersey Jacques Lemaire – *Plaque* Frank Mahovlich – Puzzle Roger Neilson - Blazer Adam Oates - New Inductee donation Maurice Richard - Flaa Joe Sakic – New Inductee donation Lord Stanley of Preston - Medallion Mats Sundin - New Inductee donation



HE DID WHAT....?

February 21, 1997 proved to be one of the most unique days in Ontario Junior 'A' Hockey history, if not the entire history of the game itself. That night the stars aligned for Muskoka Bears' netminder Ryan Venturelli during the club's Metro Junior 'A' Hockey League game at the Bracebridge Memorial Arena versus the Durham Huskies. At first glance, the 11-6 Bears' victory doesn't appear to be of any significance, however, with the Huskies fighting for their playoff life and trailing Muskoka in the 3rd period, history was made. Trailing 9-5 with just over 11 minutes left in the game, Durham pulled their goalie and, after making a save, Venturelli fired the puck the length of the ice to become one of the few netminders to score a goal. But just over a minute- and-a-half later, again with the extra attacker on the ice, Venturelli steered a shot into the corner where a Huskies player attempted a pass to the point. The puck eluded the defenceman and drifted back into the net. With Venturelli the last player to touch the puck for the Bears, he was awarded his second unassisted goal of the game. Fifteen years after the accomplishment, Venturelli, through the assistance of historian Ken Veitch Sr., turned up a copy of the original game sheet. It, along with the jersey, stick (borrowed from his back-up that night, Craig Williamson), both goal pucks and a variety of testimonials and print materials were all donated to the Hall of Fame to mark the truly historic moment.



20 Years Ago...



On June 8, 1993, nine days before the Hockey Hall of Fame opened its doors at its Yonge and Front location, the Montreal Canadiens defeated the Los Angeles Kings to claim their 24th Stanley Cup championship. This "team of destiny" accomplished the feat by winning 10 overtime games, an NHL record. This remains the last time a Canadian team has won the Stanley Cup.

Conn Smythe Trophy winner Patrick Roy is pictured hoisting hockey's treasured chalice at centre ice.

40 Years Ago...



The inaugural season of the maverick World Hockey Association (WHA) ended with the New England Whalers claiming the league's first championship and the Avco Cup. Sixty-seven players jumped from the NHL to the WHA in that first year, led by Honoured Member goaltenders Gerry Cheevers and Bernie Parent, plus forward Bobby Hull, whose ten-year, \$2.75 million contract was a record at the time. Hull and Cheevers went on to win the MVP and best goaltender awards in year one. The WHA operated for seven seasons before four of its teams, the Edmonton Oilers, New England Whalers, Quebec Nordiques, and Winnipeg Jets, joined the NHL for the 1979-80 campaign.

Gerry Cheevers of the Cleveland Crusaders is pictured clearing the puck while teammate Paul Shmyr blocks out Toronto Toros captain Wayne Carleton.

HOCKEY HALL of FAME ADMINISTRATIÓN

Chairman and Chief Executive Officer Bill Hav Jeff Denomme President, Chief Operating Officer and Treasurer

Craig Baines Vice-President, Operations Peter Jagla Vice-President, Marketing Phil Pritchard Vice-President and Curator

Ron Ellis Director, Public Affairs and Assistant to the President Kelly Masse

Director, Corporate and Media Relations

MARKETING

Manager, Business Development Darren Boyko Manager, Marketing and Promotions Jackie Schwartz Wendy Cramer Co-ordinator, Group Bookings Joshua Dawson Co-ordinator, Web Operations Pearl Rajwanth Executive Assistant, Marketing Co-ordinator, Group Sales and Promotions Joanna White

OPERATIONS

Craig Beckim Manager, Merchandising and Retail Operations Tome Geneski Manager, Building Services and Maintenance Tyler Wolosewich Manager, Operations and Quality Assurance Mike Briggs Audio-Visual Technician Co-ordinator, Special Events and Hospitality Sarah Lee Patrick Minogue Assistant Manager, Retail Services Dwayne Schrader Assistant Manager, Guest Services Co-ordinator, Special Events and Hospitality Aaron Stocco Scott Veber Designer, Museum Creative and Curatorial Associate

RESOURCE CENTRE

Craig Campbell Manager, Resource Centre and Archives Izak Westgate Manager, Outreach Exhibits and Assistant Curator Archivist and Collections Registrar Miragh Bitove Interim, Archivist and Collections Registrar Katherine Pearce Co-ordinator, HHOF Images and Archival Services Steve Poirier

ACCOUNTING, IT and OFFICE SERVICES

Anthony Fusco Manager, Information Systems Sandra Walters Controller and Office Manager

Chris Chu Technical Specialist, Desktops, Servers and Networks

Sylvia Lau General Accountant Accounting and Office Administrator Anna Presta Dean Spence Museum Support Specialist

Executive Assistant, Corporate and Media Relations Sarah Talbot

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National Hockey League

National Hockey League Players' Association

PensiCo Canada

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Tim Hortons TSN/RDS

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