



Lions exit on high note

BRITISH ENGINE has successfully sponsored Lee Valley Lions for 4 years and the association has been of great mutual benefit. However the current season represents the last year in which sponsorship will be provided. British Engine are building on the image and awareness generated by the sponsorship, but are currently researching new opportunities for the future.

The association with Lee Valley Lions has led to a variety of high profile exposures through Steve James, a director of the club. Two of the most recent publicity opportunities have included a Lions TV appearance, and a possible part in a Beechams Powders

TV commercial.

The TV appearance was on Carlton TV's Big City which included a 20 minute feature on ice hockey in general, and the Lions team in particular.

The anticipated Beechams Powder advertisement features the team's goalkeeper, suffering from a cough and cold. He is 'saved' by 'Mr. Beecham' with a supply of the appropriate Powders.

For those members of staff in the North West who enjoy watching ice hockey, an opportunity to see the Lee Valley Lions in action again will come during January and February at Blackburn Arena and tickets will be available nearer the time. *Watch this space!*