

Life with The Lions

CORPORATE hospitality, staff involvement, Children in Need, TV and press coverage and exciting Ice Hockey! These are some of the elements that have made British Engine's ice hockey sponsorship of Lee Valley Lions successful.

As British Engine enters its third year of sponsorship the hopes of an even more successful playing season are increased with a much stronger team of Finnish, Canadian and British players.

The Finns include 6'5" Esa Palosaari, a talented all round player who can play in either attack or defence. At this size not much stands in the Finnish national player's way! Ex Trafford Metros player Ari-Pekka Mikkola returns to Britain after two seasons in Finnish Division 1. Mikkola is first and foremost a goal scorer and the Lions will be looking to him to maintain his outstanding goal scoring record. The 3rd Finnish player is yet to be announced.

The new season offers corporate hospitality opportunities particularly for North East and South East Regions. The startling rise of Sheffield Steelers is in no small part due to their superb ice arena outclassing all other rinks in the country for size and facilities, and Joe Gowland has already booked his place for the Lions game at Sheffield in January.

South East Region has the choice of several venues including Basingstoke, Slough and Swindon as well as the home rink at Lee Valley Ice Centre.

A special challenge game is likely to be arranged between Lee Valley Lions and Blackburn Hawks to enable North West Region, Head Office Profit Centres plus guests, and staff to see a game on home ice! Facilities are being offered to staff for the games against Telford Tigers in October and Sheffield Steelers in December.

As with all sports in a recession the pressure is on to

maintain and increase numbers of supporters and we continue to advise the Lions on initiatives that may generate extra supporters and bring more finance to the club.



New Lee Valley Lions signing Esa Palosaari in the thick of the action against Chelmsford recently.

It is interesting to note just what a club has to do these days to maintain its support! Initiatives include leaflet drops to colleges, homes, hospitals, police and fire stations; mailing of sponsorship packs to local businesses advising of the sponsorship and entertainment opportunities available at the rink, and initiatives with schools.

British Engine's name is spread far and wide by these initiatives, which can only be to the company's advantage.

New merchandise is also being produced by the Lions for the season. Items such as bench jackets, nylon tracksuit jackets, polo shirts, sports towels, Lion logo bugs, cloth badges and enamel badges are available from the club shop and Marketing Department. Please contact Tracy Graham for details of using merchandise for corporate entertainments.

LEE VALLEY LIONS

fixture LIST

1992/3 SEASON

OCTOBER

Saturday	10th	A	Basingstoke Beavers
Sunday	11th	H	Ayr Raiders
Saturday	17th	A	Milton Keynes Kings
Sunday	18th	H	Medway Bears
Saturday	24th	A	Swindon Wildcats
Sunday	25th	H	Romford Raiders
Saturday	31st	A	Telford Tigers

NOVEMBER

Sunday	1st	H	Swindon Wildcats
Saturday	7th	A	Slough Jets
Sunday	8th	H	Slough Jets
Sunday	15th	H	Sheffield Steelers
Saturday	21st	A	Slough Jets
Sunday	29th	H	Swindon Wildcats

DECEMBER

Sunday	6th	H	Milton Keynes Kings
Saturday	12th	A	Sheffield Steelers
Sunday	13th	A	Romford Raiders
Saturday	19th	A	Milton Keynes Kings
Sunday	20th	A	Medway Bears

JANUARY

Saturday	2nd	A	Ayr Raiders
Sunday	3rd	H	Telford Tigers
Saturday	9th	A	Sheffield Steelers
Sunday	10th	H	Basingstoke Beavers
Saturday	16th	H	Ayr Raiders
Saturday	23rd	A	Basingstoke Beavers
Sunday	24th	H	Romford Raiders

FEBRUARY

Sunday	7th	H	Slough Jets
Saturday	13th	A	Telford Tigers
Sunday	14th	H	Sheffield Steelers
Saturday	20th	A	Medway Bears
Sunday	21st	H	Milton Keynes Kings
Saturday	27th	A	Swindon Wildcats
Sunday	28th	H	Basingstoke Beavers

MARCH

Sunday	7th	A	Romford Raiders
Saturday	13th	A	Ayr Raiders
Sunday	14th	H	Medway Bears
Sunday	21st	H	Telford Tigers