



Lee Valley Ice Hockey

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30th July 1990

Dear Mike

SEASON 90/91

I apologise for the delay but now enclose a draft of the soon to be issued press release.

In addition to the information contained I am also able to confirm that Lee Valley Lions are now the only London Heineken British League Team following the demise of Streatham.

As a result of ongoing talks with a potential sponsor, the Lions will this season be changing their colours to red, black and white and I hope to have more news about this during the middle of August.

The new organisation will be responsible for all Ice Hockey at the Ice Centre from the Pee Wees through to the Lions and we hope to produce a good competitive senior team backed up with a better supported youth section.

There are now eleven teams in Heineken British League Division One and a copy of the fixture list is also enclosed. As a result of the increased number of teams, we now have 20 home League fixtures plus 4 Norwich Union Cup games and two pre-season competitions.

In order to provide the necessary finance, the entry fee has been increased to £4.20 per adult and £2.50 per child. Based on a 26 game home schedule, this produces an adult season ticket price of £90.00 and a junior season ticket price of £50.00.

I hope the "meet the supporters" evening will be OK for 8.00pm on Thursday 16th August and await your confirmation.

Between us I am sure that we can make next season successful both on and off the ice and I will keep you advised of any further developments as and when they occur.

Yours in Sport


T. Mills
Director

Lee Valley Lions Ice Hockey Team- on course for victory

The Lee Valley Lions Ice Hockey team will resume competition for the 1990/91 season Heineken Division one under new management to take on the task of rebuilding the fortunes of London's premier Ice Hockey team.

The 'Lions' will be managed by a new consortium; Lee Valley Ice Hockey Limited, which takes over the responsibilities for all management and fixtures from the Lee Valley Regional Park, who originally formed the team in 1984 when the Lee Valley Ice Centre opened.

In a deal to be signed between the Lee Valley Park and the Consortium headed by Terry Mills, the future of the Lions team has been secured, combining guaranteed ice time at the Lee Valley Ice Centre in Leyton for training and matches, with new management and training expertise of the Consortium.

With the phenomenal growth in popularity of ice hockey in recent years, competition has become intense and the cost of running teams has escalated, resulting in a number of teams having recently been wound-up. Disappointing results from the Lee Valley Lions team during the last two seasons meant that the Lions were in danger of a similar fate but positive action has now been taken to preserve the tradition of ice hockey at the Lee Valley Ice Centre, in London's East End.

The new arrangement means that the Lions start the new season in buoyant mood with three top Canadian Hockey stars joining the ranks of players, Daren Zinger who played for the team during the 1989/90 season plus new faces Brad Smith and Mark Power. A fourth Canadian Wayne Evers also joins the Lions as head coach.

This week the Lions team issued an open invitation to schools, clubs and groups to watch an ice hockey match free of charge. As part of a new initiative to develop interest in the sport in young people. Lions ice hockey stars will come along and give informal talks to interested groups enabling them to meet in person some of the top players in the sport and to get a foretaste into the excitement of one of the worlds fastest, toughest sports. Every group visited will also qualify for free tickets to a match for all members plus one supervisor per party of 15. Further information on this special scheme can be

obtained by telephoning Terry Mills on 0707 44002 or Steve James on 081 689 3643.

First Lions matches of the season at the Lee Valley Ice Centre are on 19th August against Chelmsford and on 27th August against the Haringey Racers. A "meet the supporters" evening has also been set for Thursday, 16th August at the Lee Valley Ice Centre. When all Lions fans are welcome to come along and hear about plans for the forthcoming season.