



## Town of Blaine Lake

### Kraft Hockeyville Saskatchewan Winner

The Town of Blaine Lake is absolutely thrilled to have been named **Saskatchewan's Provincial Winner** in the 2026 **Kraft Hockeyville** competition. This recognition reflects the heart, history, and incredible community spirit that defines Blaine Lake.

### Why We Entered

In early February, Council decided to participate in Kraft Hockeyville to highlight the upgrades needed at our skating rink as well as the long-term goal of potential installation of an **artificial ice plant**. Administration reviewed the program requirements and determined that our best path to success was to **mobilize the community**, inviting everyone to share stories about what the rink means to them and to encourage and support the entry in Kraft Hockeyville.

### Community Outreach & Mobilization

Starting **February 11, 2026**, Administration reached out to community groups and neighbours, requesting their support in spreading the word and encouraging residents to register on the Kraft Hockeyville website.

From there, Blaine Lake came alive with collaboration, rallying, and pride. We participated in events with the support and partnership of:

- **Blaine Lake Community Association**
- **Redberry Raiders Senior Hockey Club**
- **Blaine Lake Composite School**
- **Muskeg Lake Cree Nation** — our valued partners in community growth

Our messaging remained front and center across Town channels and partner social media. We made sure residents knew exactly **how their participation could earn points**, strengthen our entry, and help us reach the provincial stage.



## **Our Community Effort**

In just **three short weeks**, Blaine Lake came together in a shared spirit that was impossible to ignore. People believed in the rink, believed in each other, and believed that Blaine Lake had what it took to win—and that belief has been rewarded.

Blaine Lake is one of Canada's **13 Provincial & Territorial Winners**, earning **\$50,000 in arena upgrade funding** and **\$10,000 in new hockey equipment** through NHLPA Goals & Dreams and the NHL/NHLPA Industry Growth Fund.

This support is incredibly meaningful, and we extend our sincere thanks to **Kraft Hockeyville**, the **NHL**, and the **NHLPA** for recognizing our community and our story.

## **What Comes Next**

We're not finished yet. Blaine Lake now advances toward the announcement of the **Top 2 Finalists on March 21**, continuing this exciting journey toward the **grand prize**:

- **\$250,000 in arena upgrades**, and
- The opportunity to host an **NHL Pre-Season Game**.

We will continue informing residents on how they can help Blaine Lake push forward to the top. The momentum is with us, and together, we believe we can go even further towards our goal.

Thank you to every resident, volunteer, partner, and supporter who contributed stories, attended events, rallied online, and believed in our rink.

Blaine Lake's spirit has always been strong — and today, it's been recognized on a provincial and national stage.

Let's keep that spirit going.

**We're not done yet!**