



Ford Dealers of Western New York

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WNY Ford Dealers and Labatt Blue Team up for 2011 Ford Explorer Hockey Shootout

New On-Ice Event at Pond Hockey Challenges Fans to Take Their Best Shot

BUFFALO, NY – Earlier today, the Western New York Ford Dealers and Labatt Blue announced details for a new event taking place on the ice during the 4th annual Labatt Blue Buffalo Pond Hockey Tournament. On Saturday, February 12, 10 finalists will take their best shot in the 2011 Ford Explorer Hockey Shootout to win an all-new 2011 Ford Explorer Limited, courtesy of the WNY Ford Dealers.

Finalists will receive one chance to shoot a puck through a four-inch target from 100 feet away. The first person to score will drive away in the completely redesigned Ford Explorer, just named the North American Truck of the Year at the 2011 North American International Auto Show.

“The 2011 Ford Explorer Hockey Shootout is the perfect way to introduce Buffalo to the all-new Ford Explorer,” said Frank Downing, representative for the Ford Dealers of Western New York. “We love supporting pond hockey at the Erie Basin Marina and we are proud to partner with another hometown team, Labatt Blue. Through the shootout we hope to give fans an opportunity to ‘explore’ the redesigned SUV and maybe even drive away in one.”

Beginning today through January 31, eligible individuals can enter to play in the 2011 Ford Explorer Hockey Shootout at over 50 local retailers including Tops Friendly Markets, Consumer’s Beverages and Dash’s Markets, and at local Ford dealerships or online at www.wnyford.com. Look for contest displays in stores near cases of Labatt Blue.

“The Labatt Blue Buffalo Pond Hockey Tournament is all about providing an authentic, real hockey experience for players and fans and celebrating their love of Labatt Blue beer,” said Brett Carlsen, associate brand manager, Labatt Blue. “We’re excited to team up with the WNY Ford Dealers on the 2011 Ford Explorer Shootout to bring extra excitement to our tournament fans this year. May the best shot win.”

Ten randomly selected contest finalists will be announced by February 11 and invited to take to the ice at Erie Basin Marina on February 12 to participate in the 2011 Ford Explorer Hockey Shootout. The exact time of the shootout will be released closer to the event.

All entrants must be legal U.S. residents who are 21 years of age or older and reside in NY or PA, and who possess a valid U.S. driver’s license. To enter for a chance to play in the 2011 Ford Explorer Hockey Shootout, stop into the following retail locations or Ford dealership by Monday, January 31:

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Ford Dealership

- Steve Baldo: 6980 Niagara Falls Blvd, Niagara Falls
- C Basil Ford: 1540 Walden Ave, Cheektowaga
- Conroy Motors: 1457 Main St, Java Center
- DeLacy Ford: 3061 Transit Rd, Elma
- Emerling: 150 S. Cascade Dr, Rte 219, Springville
- Fairway Ford: 472 E. Main St, Bradford
- Gowanda Ford: 14650 Route 62, Gowanda
- Howell Motors: 6488 Ridge Rd, Lockport
- Kelly Motor Corp: 2811 Route 246, Perry
- Kightlinger Motors: 358 Route 6 W, Coudersport
- Kleisser Ford: 3387 Andover Rd, Wellsville
- Mastel Ford: 1674 E. State Rd, Olean
- Orleans Ford Mercury: 1405 S. Main St, Medina
- Pioneer Ford Mercury: 566 W. Main St, Arcade
- Ed Shults Ford: 2258 Washington St, Jamestown
- Dave Smith Ford: 4045 Transit Rd, Williamsville
- Towne: 3535 Southwestern Blvd, Orchard Park
- Valone Ford: 10312 Route 60, Fredonia
- West-Herr of Amherst: 10 Campbell Blvd, Getzville
- West-Herr of Hamburg: 5025 Camp Rd, Hamburg
- Zook Motors: 25 Willow Run Dr, Kane

Consumer's Beverages

- 2440 Clinton St, Cheektowaga
- 7105 Niagara Falls Blvd, Niagara Falls
- 2644 Elmwood Ave, Kenmore
- 3025 Sheridan Dr, Amherst
- 1825 Como Park Blvd, Lancaster
- 1375 Union Rd, West Seneca
- 2765 Genesee St, Buffalo
- 1291 Harlem Rd, Cheektowaga
- 5869 South Transit Rd, Lockport
- 6161 W. Quaker St, Orchard Park
- 444 Cayuga Rd, Cheektowaga
- 5755 Maelou Dr, Hamburg
- 8580 Transit Rd, Amherst
- 1280 Abbott Rd, Lackawanna
- 1244 French Rd, Depew
- 81 Young St, Tonawanda

Tops Friendly Markets

- 6914 Erie Rd, Derby
- 3201 Southwestern Blvd, Orchard Park
- 65 Grey St, East Aurora
- 4250 McKinley Pkwy, Hamburg
- 4777 Transit Rd, Depew
- 2351 Maple Rd, Amherst
- 9660 Transit Rd, Amherst
- 184 South Cascade, Springville
- 6363 Transit Rd, Depew
- 12775 Broadway, Alden
- 1989 Seneca St, Buffalo
- 3980 Maple Rd, Amherst
- 2140 Grand Island Blvd, Grand Island
- 3035 Niagara Falls Blvd, Amherst
- 890 Young St, Tonawanda
- 150 Niagara St, Tonawanda
- 3500 Main St, Amherst
- 355 Orchard Park Rd, West Seneca
- 2195 Harlem Rd, Cheektowaga
- 3865 Union Rd, Cheektowaga
- 345 Amherst St, Buffalo
- 800 Harlem Rd, West Seneca
- 1460 S. Park Ave, Buffalo
- 1770 Broadway, Buffalo
- 2101 Elmwood Ave, Buffalo
- S. 6150 South Park Ave, Hamburg
- 1740 Sheridan Dr, Buffalo
- 1275 Jefferson Ave, Buffalo
- 5274 Main St & Union Rd, Williamsville
- 425 Niagara St, Buffalo
- 5175 Broadway, Depew

Dash's Markets

- 8845 Main St, Clarence
- 1770 Hertel Ave, Buffalo
- 499 West Klein Rd, East Amherst
- 1210 Colvin Blvd, Tonawanda

For official rules and additional eligibility restrictions, please visit: www.wnyford.com.

About WNY Ford Dealers

The Western New York Ford dealers are part of the Western New York Ford Stores, an advertising cooperative comprised of 31 dealer locations, that provides support for Ford vehicle sales and service in the 13 counties of Western New York and two counties in Northern Pennsylvania. View and subscribe to news from WNY Ford Dealers here: <http://www.pitchengine.com/newsroom.php?id=11898>.

About Labatt USA

Headquartered in Buffalo, NY, Labatt USA imports Labatt Blue and Labatt Blue Light daily from Canada. Labatt Blue is America's top-selling Canadian beer. First brewed in 1951, Labatt Blue offers a clean, refreshing taste, light color, slight hop aroma, good balance, fruity character and a slightly sweet taste. Labatt Blue Light, an American-style light lager, won a Gold Medal in the 2004 World Beer Cup. Labatt Blue Light is the No. 2 Canadian import behind Labatt Blue. Labatt USA, owned by North American Breweries,

imports and markets Labatt Blue™, Labatt Blue Light™ and other Canadian brands into the United States. View and subscribe to news from Labatt USA here: <http://www.pitchfeed.com/labattusa/1974>. **Always enjoy responsibly.**

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