

PANINI



Panini's Puck-Slapping, Pack-Moving NHL All-Star Promotion

In late January, Panini America is hitting the ice at the NHL All-Star Game in Ottawa, Ontario, Canada, and we want your best customers to join us. All they have to do to be eligible to win is something they're already doing lots of these days - selling Panini America hockey products.



HERE'S HOW IT WORKS:

- For every three boxes of Panini America hockey product your dealers sell **between now and January 16**, they will earn one entry into a random drawing that will award some really cool prizes.
- The more boxes of Panini America hockey cards they sell, the better their chances of winning the grand prize, a hat-trick-worthy hospitality package that includes tickets for two to the NHL Skills Competition, NHL All-Star Game and the exclusive after party.
- Other prizes include a pair of tickets to the NHL All-Star Game (two winners), a pair of tickets to the NHL Skills Competition (two winners), rookie-signed original hockey sketch cards (five prizes) and rookie-signed photo's (five prizes).

That's 15 prizes total - all for selling North America's favorite brand of hockey cards.