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Samsung Donates \$200,000 to Bobby Orr Hall of Fame

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Samsung Electronics Canada is extending its partnership with Bobby Orr, and donating \$200,000 to the hockey legend's Hall of Fame, which was established to celebrate people who have contributed to the sports heritage of Parry Sound, ON.

The donation was the result of a cross-Canada promotion whereby Orr partnered with Samsung Canada to offer one-of-a-kind autographed prints to consumers. For every customer that purchased specially marked Samsung LCD TVs between April 13 and May 31, 2007, Samsung donated \$10 to the Bobby Orr Hall of Fame.

"I had the wonderful opportunity to work with Samsung earlier this year, and I am truly thankful to celebrate our relationship with this sizeable donation," said Orr. "This year marks the fourth year we have inducted local area sports heroes to the Bobby Orr Hall of Fame, and Samsung's generous donation ensures that we will continue to celebrate the athletic achievements of our community."

The annual induction ceremony took place on Saturday, June 9, and Samsung representatives were on hand to present Orr and his members with the cheque. The donation will be used primarily to sponsor the facility's Hockey Skills Zone section.

"Samsung has a history of supporting Canadian athletes, and this donation speaks to our dedication to celebrating our sports heroes," added James Murphy, Senior Director of Sales and Marketing, CE Division, Samsung Electronics Canada. "Supporting the Bobby Orr Hall of Fame has provided Samsung with the opportunity to show our appreciation to the Parry Sound community."

For more information about the Bobby Orr Hall of Fame, visit www.bobbyorralloffame.com.

[Photo: Nick Diponzo, Senior Manager, Human Resources, Samsung Electronics Canada presents a \$200,000 cheque to Bobby Orr for his Hall of Fame, which celebrates people who have contributed to the sports heritage in Parry Sound, ON.]

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