



home » » article

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

Marketnews

Published: 06/14/2007 12:00:00 AM UTC in

0 comments



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.]

related stories »

One-Fifth of All Mobiles Shipped in the U.S. Were Smartphones

Eton Debuts Solar-Powered iPod/iPhone Sound System

Limewire Under Court Injunction to Stop Operating

BlackBerry Bold 9780 Coming in November

GE Capital
Commercial Distribution Finance

Smart inventory
management today
builds a secure
business tomorrow



imagination at work

>see what's possible

top stories

MOST
READ

MOST
EMAILED

TOP
DISCUSSED

1. [Samsung Adds i-Function Support to NX100 Mirrorless Camera](#)
2. [NHL First Sports League on Foursquare](#)
3. [Verizon, AT&T to Sell iPad Stateside; Former Bundles it with MiFi Hotspot](#)
4. [OverGeeked: Showing Off 3D TVs With Call Of Duty: Black Ops](#)
5. [Sanyo Announces New Pocket Dual Camera](#)