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Hockey Moms to score, thanks to MasterCard

by Crissandra Ayroso

Referencing the "priceless" factor that's been a component of MasterCard's branding for several years, the Toronto-based credit card company has launched a contest to recognize the pricelessness of a hockey mom's dedication. Moms, dads, coaches, teachers and children across Canada are being invited to submit nominations, between Apr. 9-30, for a mother worthy of the title Hockey Mom of the Year.

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MasterCard is getting the word out about the contest by leveraging PR opps, online banners and communicating through CHL and other hockey properties. Hockey great Bobby Orr will be promoting the contest during a media tour and presenting the Hockey Mom prize at the 2007 MasterCard Memorial Cup final game in Vancouver.

"It's one of those things where word of mouth is obviously going to be an important factor," Tammy Scott, MasterCard Canada's VP, brand marketing, tells *MiC*: "Knowing there are so many people involved with hockey, and that people are getting together in arenas across Canada to watch hockey games, we know that's a great opportunity for us."

www.mastercard.ca

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