

Penticton ready to welcome 5,000 visitors for CSSHL Western Championships

(Penticton, BC – Feb. 29, 2024) – More than 5,000 visitors from throughout North America will be arriving in Penticton in the coming days to take part in the Canadian Sport Hockey League (CSSHL) Western Championships from March 4-17.

“We are proud to support this event and welcome the 96 teams who are travelling to Penticton from destinations near and far,” says Mayor Julius Bloomfield. “As part of the City’s priority to support a vibrant and connected community, we’ve been working hard to make Penticton a year-round destination, and this event will provide a significant economic boost to the community during the quieter winter months. It’s good news for those in the tourist trade and it’s good news for hockey fans.”

This event marks the first year of a 10-year agreement signed between the CSSHL and its partners including Okanagan Hockey Group, OVG360, Travel Penticton and the City of Penticton. The annual economic impact of each event is estimated to be more than \$3.3 million, totalling close to \$40 million during the length of the contract.

The CSSHL Western Championships follows the successful return earlier this year of the BC Hockey League All-Star Weekend, which attracted hockey players, NHL alumni and spectators from throughout the province. Also, the Canucks Young Stars will return to Penticton later this year. Penticton is also home to the Okanagan Hockey School, Penticton Vees, Penticton Minor Hockey Association tournaments and the B.C. Hockey Hall of Fame.

“Not only are we passionate about hockey in Penticton, but attracting major sporting events is vital to our overall strategy of bolstering activity year-round,” says Kelsey Johnson, Director of Community Services. “We’re proud of the major partnerships we’ve established, including those with Okanagan Granfondo Penticton and IRONMAN Canada, and we look forward to supporting these and other relationships to further benefit our community.”

Teams from B.C., Alberta, Saskatchewan, Manitoba, Idaho and Washington will compete next week at the South Okanagan Events Centre Complex. Tickets are available through their website and box office, with more details available at soec.ca.

Media Contact:

250-490-2339

communications@penticton.ca