



in
partnership
with



Welcome

to the Hannaford Hockey East Kids' Club Guide!

Look through this guide for exciting information:

- Find out how you can join the Hannaford Hockey East Kids' Club for FREE, with purchase of participating Kraft products
- Learn great "Tips of the Game" by the coaches of Hockey East to sharpen your kid's skills on the ice
- Learn about the Kraft *Sensible Solution*™ program, Better-For-You Choices from your favorite brands
- Look for valuable coupon savings on Kraft *Sensible Solution*™ Brands
- View the 2006-2007 Men's & Women's Hockey East Schedules
- View the schedule of Hannaford Hockey East Kids' Club events

PLUS... enter for a chance to WIN a trip to the 2007 Hockey East Championship Weekends!

We hope you enjoy!

Hannaford® Supermarkets

Hockey East™

KRAFT®



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HANNAFORD HOCKEY EAST KIDS' CLUB

Hey Moms and Dads!

Have your child(ren) join the
Hannaford Hockey East Kids' Club
in partnership with Kraft!

Membership benefits include:

- Offers for FREE admission to select games in both men's and women's leagues.
- "Meet & Greet" with players and mascots after selected games.
- Locker room tours at selected arenas.
- Invitations to select post-game receptions.
- And more!

Refer to event schedule on pages 22 and 23 for details.

Participating  products:





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Here's how to join the Hannaford Hockey East Kids' Club for **FREE***

(*with proof of purchase of participating Kraft products)

- Purchase any 3 KRAFT  products (see pages 13-15 for complete list) from any Hannaford Supermarket (see page 2 for a listing of participating stores)
- Complete the membership registration form below
- Mail the completed registration form, 3 UPC's  and your Hannaford Supermarket cash register receipt with purchases circled to: **Hannaford Hockey East Kids' Club**
c/o Hockey East Association
591 North Avenue, #2
Wakefield, MA 01880

All registration forms must be postmarked on/before January 31, 2007.

Hannaford Hockey East Kids' Club Membership Registration

As parent/guardian of the child(ren) listed below, I give my permission for his/her enrollment in the Hannaford Hockey East Kids' Club for the 2006-07 season. I authorize Hockey East to send my child(ren) a membership badge, monthly newsletters and other membership materials. I certify that my child(ren) is/are between the age(s) of 6 and 16.

PARENT SIGNATURE (REQUIRED): _____ DATE: _____

PARENT NAME: _____

STREET ADDRESS (NO PO BOXES): _____

CITY: _____ STATE: _____ ZIP: _____

PARENT(S) DAYTIME PHONE: () _____ PARENT(S) EVENING PHONE: () _____

PARENT EMAIL ADDRESS: _____

Please register the following child(ren) in the Hannaford Hockey East Kids' Club for the 2006-07 season:

NAME: _____ DOB: _____

NAME: _____ DOB: _____

NAME: _____ DOB: _____

The following questions are for informational purposes only.

Who is your favorite Hockey East team? _____

What arena do you go to the most? _____

Does your family have season tickets? Yes _____ No _____

Each season: How many games do you attend? _____ How many games do you watch on TV? _____

Have you ever gone to the Hockey East Championships at the Fleet Center or TD Banknorth Garden? Yes _____ No _____

Please list the arena or store where you first saw the display/poster/booklet: _____

MAIL TO: Hannaford Hockey East Kids' Club, c/o Hockey East Association, 591 North Avenue, #2, Wakefield, MA 01880. Applications must be received by 1/31/07. Allow 2 to 3 weeks for confirmation of enrollment. © 2006 Hockey East