



# Media Release



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For Immediate Release

## ***City Secures Naming Rights with Local Company for Keewatin Memorial Arena***

**Kenora, ON** – The City of Kenora is pleased to announce that a long-term Naming Rights agreement has been secured for the Keewatin Memorial Arena with a locally owned company.

In 2022, the City of Kenora launched a new program to sell the Naming Rights of key municipal-owned recreation and tourism facilities to companies or organizations for a defined period as a form of advertising and to support the City. The partnership is naming rights only for a defined period of time.

Bowman Electric Limited has committed to sponsoring the Keewatin Memorial Arena for \$17,500 for 10 years. The financial collaboration of \$175,000 provides a positive funding source for the City-owned recreational facility.

*“Started in 1957 by my grandfather Swen Bowman, who loved the area and people in the community, Bowman Electric has always been committed to helping Kenora grow. In keeping up with the traditions of my grandfather Swen, my uncle Roger and father Gregg, when I was presented with this wonderful opportunity of Naming Rights to the Keewatin Memorial Arena, I had to continue this tradition. I also couldn’t help but think of this opportunity as a way to honour my late mother, Linda Bowman, who grew up and resided in Keewatin her whole life.”* shares Dylan Bowman, President of Bowman Electric Limited. *“Growing up I spent a lot of time in and outside the Keewatin Arena and as a third-generation business owner in Kenora, I am thrilled at the opportunity to support the City Of Kenora once again.”*

With this long-term Naming Rights Sponsorship agreement, the Keewatin Memorial Arena will be re-named “Bowman Electric – Keewatin Memorial Arena” to recognize their contribution and dedication to the community. With the new name, the community will continue to host events and activities at the Keewatin Memorial Arena as they have for decades.

*“We are thrilled to collaborate with Bowman Electric Limited on the exclusive Naming Rights for the Keewatin Memorial Arena. This community partnership supports and aligns with the municipality’s vision, values and passions for recreation over the next*

*decade and future generations.” Says City of Kenora Mayor Andrew Poirier. “Congratulations to Dylan, his family and his team on this special opportunity.”*

The Keewatin Memorial Arena traditionally has a year-round ice rink used to host hockey tournaments and ice skating programs in all seasons. Sharing space with the Keewatin Curling Club, this facility is a hub of recreation hockey leagues, public skating, and home to the Skate Keewatin Club and sledge hockey program. The facility will be receiving over \$725,000 in upgrades in 2022 and 2023, including improvements to the second floor viewing area, a new dehumidifier, painting, flooring and façade improvements.

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