



# Media Release

February 16, 2023

For Immediate Release

## ***City Secures Naming Rights with Local Company for Kenora Recreation Centre***

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

In 2022, the City of Kenora launched a new program to sell the Naming Rights of municipal-owned facilities to companies or organizations for a defined period as a form of advertising. The partnership pertains to the name only and not ownership of the physical facility nor the operations of such facility.

When searching for a Naming Rights partner for the Kenora Recreation Centre, engaging with a community champion with a local connection was an important factor. Familiar to most in Kenora, Moncrief Construction Limited (MCL) is one of the largest employers and industry leaders in the area and was a natural fit to sponsor one of the City's busiest recreation hubs.

MCL has committed to sponsoring the Kenora Recreation Centre for \$25,000 for 15 years. The total contribution of \$375,000 provides a positive funding source for the City-owned recreational facility.

*"Founded in Kenora, we are pleased to be given the opportunity to support the community where our family, friends, customers, clients, and employees play and work. We are proud of our history and look forward to our future in the community as the Naming Rights partner for the Moncrief Construction Sports Centre."* Says Hilary Moncrief, Contracts Administrator at MCL.

With this long-term Naming Rights sponsorship agreement, the Kenora Recreation Centre will be re-named "Moncrief Construction Sports Centre" to recognize their significant contribution and dedication to the community. Although a new name will be displayed, the community will continue to enjoy programs and events at the recreation facility bringing the community together as it has for decades.

*"We are excited to collaborate with Moncrief Construction Limited on the exclusive Naming Rights for the Kenora Recreation Centre. 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 MCL on this unique opportunity.”*

### **About MCL**

Moncrief Construction Limited (MCL) was founded in 1967 by Harold and Margaret Moncrief. MCL has grown from a small hydro and telephone line company to become one of Northwestern Ontario’s largest and most diversified construction companies. MCL is a general contractor that specializes in power and communications line construction, industrial electrical work, heavy civil construction, and aggregate production.

### **About Kenora Recreation Centre**

The Kenora Recreation Centre is a modern recreation facility offering active living opportunities for all ages and abilities. Inside the facility, the community enjoys skating and hockey leagues, fitness and swimming programs, and large public events and tournaments. The facility has multipurpose areas to host meetings and workshops. The New Horizons Senior Centre, Handi Transit and the Kenora Physiotherapy and Sports Clinic are based at the Kenora Recreation Centre. The facility offers outdoor amenities such as the skateboard park, basketball courts, tennis, baseball diamonds, and boat launch to access the Lake of the Woods. The City will be embarking on a five-year capital upgrade project which will include \$1,600,000 in parking and a new boat launch, \$5,000,000 in upgrades to the arena and centre, baseball diamond enhancements, resurfacing of the tennis courts and many other mechanical and building improvements.

### **Media Contacts**

Alf Moncrief, President, Moncrief Construction Limited  
807-467-1323

Stace Gander, Director of Economic Growth and Recovery  
[sgander@kenora.ca](mailto:sgander@kenora.ca) 807-467-4655 [www.kenora.ca](http://www.kenora.ca)