

NEW

ODOUR
ELIMINATION
TECHNOLOGY



To support the launch of **NEW Purex® Odour Release**, we're hitting the road to get the stink out of the rink and connect with hockey families across Ontario!

Hockey is Canada's favourite pastime, but it can also take a toll on parents' wallets. For this reason, many people opt for used equipment. The truth is, sometimes that gear has a very distinct smell.

The Purex® Odour-Free Hockey Shop is travelling to 10 cities to educate Canadians on the fact that you can **WASH YOUR GEAR**. We'll be handing out **FREE** used hockey gear washed in **NEW Purex® Odour Release** and have Brand Ambassadors on hand to communicate the key product benefits and equipment washing tips.



Shoulder Pads



Pants



Elbow Pads



Shin Guards



Gloves

PROGRAM SNAPSHOT

- Launches March 16, 2018
- 10 Ontario Stops
- 1,500 Pieces of FREE Used Equipment
- 10,000 Coupons Driving Consumer In-Store
- CHL & AHL Exposure
- National Social Amplification
- National Media & PR Support
- Look for tour updates on the Purex® Canada Facebook page

