

# B.E. TO BACK LIONS AGAIN



SPONSORSHIP of Lee Valley Lions during the 1991/92 season paid dividends for British Engine in terms of corporate entertaining and publicity generated through TV and Press coverage.

And it paved the way for another year's sponsorship of the team by British Engine, announced on the night that the Lions achieved an international triumph by defeating the Australian National side.

Corporate hospitality played an important part in the success of the sponsorship with nearly 300 brokers and clients entertained during the season at matches within South East and North West Regions.

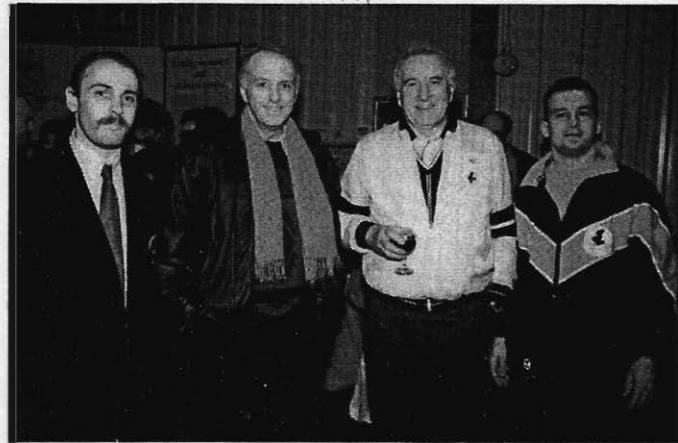
The most recent team to enter the Heineken League Division 1 last season was the Blackburn Blackhawks. Their entry into the league provided a superb modern arena at Blackburn which proved to be an excellent venue for entertaining clients and guests in the North West. On January 26 more than 100 guests plus management and development personnel from

North West Regional Branch and management from Longridge House profit centres saw the Blackhawks play host to the Lions.

There were some conflicting loyalties among the guests because some were followers of the Blackhawks, but this only added to the evening's excitement.

After the match, the guests were delighted to be able to mingle with the players at the buffet supper, as our pictures show.

The Lions had already demonstrated that they were a stronger team than during the previous season by finishing in a much improved league



*British Engine's General Manager, Harry Jenkins (centre right) and Assistant General Manager Gordon Kelavey (centre left) with Lions Captain Steve James (left) and Blackburn player Gatien Dumoulin.*

position. But then they reinforced their success by defeating the Australian National Ice Hockey Team who were in the UK for the World Championships. The Aussies subsequently took the Bronze Medal in the Championships.

It was a fitting reward for the Lions' efforts that the night of their triumph over the Australians also saw the announcement of the renewal of British Engine's sponsorship for next season. It means a continuation of the close working relationship between the Lions and British Engine, which over the last two years has brought such benefits to both sides.

A further bonus has been the close relationships developed with the other ice rinks in the league, which enabled British Engine to obtain free tickets for local organisations such as cub scout groups.

The management of Altrincham Ice Rink, home to the Trafford Metros, were only too pleased to allow an entire cub pack - the 12th Holme Valley Hinchcliffe Mill led by Personnel and Training's resident Akela Brian Rooks - to attend a Lee Valley Lions v

Trafford Metros game on February 23.

The visit brought to the sport young spectators who might not otherwise have had the opportunity to see live ice hockey. Once back at the scout hut, a competition was launched to capture their impressions of the game in drawings.

The winner - Sam Done whose drawing is shown here - received a Lions rugby shirt, a puck and a signed poster of the Lions. The runner-up Oliver Batten received a puck and a signed poster.

*Derek Nutter of the National & Provincial Building Society and his daughter Caroline with Lions players Jeff Job (left) and Colin Trew.*

