

## City, Veeps reach six-year agreement

(Penticton, BC – July 27, 2022) – The partnership between the Penticton Veeps and the City of Penticton will continue with the signing of a new deal that runs until the end of the 2028-29 season.

“As the major tenant of the South Okanagan Event Centre, the Veeps are an integral part of our community and provide incredible benefits on and off-the ice,” says Mayor John Vassilaki. “This agreement provides stability for the facility and the team as we recover from the last couple of years and chart a brighter future.”

As the major tenant, the Veeps host a minimum of 30 British Columbia Hockey League games at the SOEC. As well, over the last 15 years the team has averaged almost 16 playoff games per season, generating extra income for the SOEC who retain all revenue from food and drink sold at the facility.

“The Penticton Veeps are proud to call the SOEC home and our partnership with the City of Penticton allows us to be a competitive team that sets the standards for our league,” says Veeps president Fred Harbinson. “We pride ourselves on excellence on the ice and excellence in the community, supporting local activities and ensuring we are vibrant part of the city. The last couple of years were tough dealing with COVID and the ensuring restrictions. Now, we can focus on continuing to build a team that we all can be proud of.”

The City aims to make the SOEC a success through concerts, trade shows, ice rentals and other events such as the upcoming Young Stars Classic with the Canucks. As the major tenant at the SOEC, the Veeps are essential to the facility’s success bringing in around 100,000 people a year and all the accompanying revenue. Attendance for the Veeps plays a key role in the financial operations of the SOEC and was on an upward trend before the pandemic. This renewed partnership is predicted to see a return and increase to pre-pandemic levels.

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