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Under Armour Challenges Youth Hockey Teams to Compete for a Chance to "be the Habs" for a Day

Global Performance Brand Teams Up with the Montreal Canadiens for [Storm the Centre Competition](http://www.canadiens.com/stormthecentre)

MONTREAL, Oct. 5, 2015 /CNW/ - Most hockey players in Quebec dream of taking the ice with the Canadiens at the Bell Centre. Under Armour and the Montreal Canadiens' Youth Hockey Development Program want to make that dream a reality with the Storm the Centre competition launching today. Bantam aged teams can sign-up at www.canadiens.com/stormthecentre to participate in the competition, which consists of a series of challenges to earn their spot in the Armour Cup, a regulation game that will take place at the Bell Centre.

"The passion young Habs fans have for the game is incredible. I hope they put that energy and enthusiasm into their campaigns to Storm the Centre," says Carey Price, 2015 NHL MVP and goaltender for the Montreal Canadiens. "Playing at the Bell Centre is a privilege and I'm sure these teams will work hard to earn it."

The competition is divided into three periods, which will narrow the field down to two winning teams to play in the Armour Cup game at the Bell Centre in December. Teams can register until the end of the first period, which runs until November 16, 2015.

First period (October 5, 2015 to November 16): For six weeks, teams can register and compete to earn points by building their fan base on the Storm the Centre page on the Montreal Canadiens website by completing a variety of on and off-ice challenges. The ten teams with the most points after the first period will move on to the second period.

Second period (November 21): Ten teams will lace up their skates and compete in a Skills Gauntlet at the Bell Sports Complex. They will need to show grit and teamwork in drills such as accuracy shooting, puck control, shootouts and average team speed. Two winning teams from the Skills Gauntlet will move on to the third period.

Third period (Armour Cup in December): This is where the hard work pays off. Two teams get to Storm the Centre and be the Habs for a day at the Bell Centre. They will play in the Armour Cup, spend a day working with Montreal Canadiens staff and win Under Armour® Baselayer apparel and gear for their team.

In order to participate, Bantam aged teams (Bantam AAA, AA, BB, CC, A, B, C and high school) must register at www.canadiens.com/stormthecentre.

About Under Armour, Inc.

Under Armour (NYSE: UA), the originator of performance footwear, apparel and equipment, revolutionized how athletes across the world dress. Designed to make all athletes better, the brand's innovative products are sold worldwide to athletes at all levels. The Under Armour Connected Fitness™ platform powers the world's largest digital health and fitness community through a suite of applications: UA Record, MapMyFitness, Endomondo and MyFitnessPal. The Under Armour global headquarters is in Baltimore, Maryland. For further information, please visit the Company's website at www.uabiz.com.

SOURCE Under Armour, Inc.

Image with caption: "Bantam aged hockey teams are invited to earn their spot in the Armour Cup, a regulation game that will take place at the Bell Centre, by signing up at www.canadiens.com/stormthecentre and participating in a series of challenges. The competition is presented by Under Armour and the Montreal Canadiens' Youth Hockey Development Program. (CNW Group/Under Armour, Inc.)". Image available at: http://photos.newswire.ca/images/download/20151005_C9945_PHOTO_EN_44285.jpg

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