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## **SAMA, TOMAHAWKS PARTNER ON 2<sup>nd</sup> ANNUAL *ART OF HOCKEY* PROGRAM**

Johnstown – After a successful inaugural event in 2014, the Southern Alleghenies Museum of Art and the Johnstown Tomahawks are collaborating for the 2<sup>nd</sup> annual *Art of Hockey* program. Scheduled for Sunday, March 22 during the Tomahawks game versus the Soo Eagles at the Cambria County War Memorial Arena, the *Art of Hockey* is designed to raise awareness of the importance of the arts in education while also celebrating many of the region’s talented young artists.

The *Art of Hockey* will feature an exhibition of original student-created artwork, with all fans in attendance having an opportunity to vote for their favorite piece. The artwork selected as the fans’ favorite will win a SAMA Arts-in-Education program for their school. Participating in this year’s *Art of Hockey* program are Blacklick Valley, Forest Hills and Richland school districts. Each school may submit up to 20 pieces for the *Art of Hockey* exhibition. All exhibiting students will receive a free ticket to the game. In support of the program, Tomahawks players will visit art classes while the students work on their *Art of Hockey* creations.

In recognition of Johnstown’s bid to be named winner of the ongoing Kraft Hockeyville competition, students will submit artwork reflecting community pride and a passion for hockey, two main criteria in the national contest sponsored by Kraft Foods, the National Hockey League, and the National Hockey League Players Association. The winning community of the Kraft Hockeyville contest will receive \$150,000 in rink upgrades and the opportunity to host an NHL preseason game. If Johnstown is selected as a finalist for the competition, the student artwork from the *Art of Hockey* program may be used in national media coverage and promotion.

“SAMA is excited to be partnering with the Johnstown Tomahawks for the *Art of Hockey*,” said SAMA Education Coordinator Jessica Campbell. “This is such a wonderful opportunity to combine the visual arts with our local hockey team. We are fortunate to have the support of the Tomahawks in the arts and our local schools.”

The *Art of Hockey* is in celebration of national Youth Art Month, which SAMA also recognizes with its annual *Artists of the 21<sup>st</sup> Century* student art exhibition. The

exhibition, held each spring at both the Ligonier Valley and Loretto museums, features more than 300 works created by students in Bedford, Blair, Cambria, Fayette, Somerset and Westmoreland counties. The exhibition is open to schools that participate in SAMA's education programs.

Sponsorships for the *Art of Hockey* are available through the Tomahawks and SAMA. For \$100, sponsors help send classes of students to the game while also supporting the arts in local schools. Additionally, sponsors receive a pair of club section tickets to the game, as well as prominent name and logo recognition in the exhibition during the March 22 game, in an insert in the GameDay programs, and on a page promoting the *Art of Hockey* on the Tomahawks website, [JohnstownTomahawks.com](http://JohnstownTomahawks.com).

To become a sponsor or to participate in the Art of Hockey, please contact Jessica Campbell at (814) 472-3920. For additional information, contact the Tomahawks at (814) 536-GOAL.

The Johnstown Tomahawks are a Tier II Junior A ice hockey team in the North American Hockey League's North Division. The team's first season was 2012-13, when it was named the NAHL's organization of the year. Currently in its 39th season, the NAHL includes twenty-four teams in eleven states across the United States. NAHL alumni include NHL All-Star Thomas Vanek of the Minnesota Wild, former Pittsburgh Penguin Mike Rupp and Pittsburgh native and Stanley Cup champion Brandon Saad.