



Did you see it? The new Scotiabank commercial featuring a New Westminister hockey jersey. The commercial, called “The 5th Season: When teammates become best mates,” aired on the national broadcast of the Leafs/Canadiens game on opening night of the NHL.

“Mother Nature gives us four (4) seasons, but in Canada we have one (1) more. The 5th Season is the hockey season and it’s the best season in Canada. It’s when kids make friendships that last a lifetime. When they learn to work together, support each other and have fun – on the ice and off. The 5th Season is when kids learn valuable lessons that go beyond the game.”



So how did New Westminister get the part? The association has always had a strong working relationship with the branch managers of the Scotiabank locations in New Westminister. These managers have been proactive in helping New West access sponsorship dollars that Scotiabank has made available to minor hockey associations. In turn, NWMHA has valued the sponsorships and proactively supplied the branches with team photos to display.

When Scotiabank and their advertising agency were looking for community involvement, it was these team photo’s that caught their eye. The unique, old school logo of a crown, with two (2) crossed hockey sticks and the year 1937 boldly emblazoned upon it, was seen by someone in the marketing department, Scotiabank contacted NWMHA president Robert Nasato.

He was asked if New West would be willing to participate in a national advertising campaign and the rest is history! “Excitement hardly describes the community reaction to the television commercial,” commented Nasato. “As soon as the first spot aired, my phone blew up with emails, texts and tweets from thrilled parents, players, board members and community members. Hockey is a big deal in the community of New Westminister and many were in shock and had to be assured their eyes were not deceiving them. We are so proud to be featured in Scotiabank’s advertising campaign.”

