

# EXPLORE EDMONTON

## MEDIA ADVISORY

**March 28, 2025**

### **Fans flock to PWHL Takeover Tour™ in Edmonton / A Game Changer for Women's Hockey**

**Edmonton** - The Professional Women's Hockey League (PWHL) took Edmonton by storm, drawing massive crowds and igniting excitement for women's hockey as the PWHL Takeover Tour made a stop in our city. With a sold-out stadium, electrifying on-ice action and overwhelming community support, Edmonton has once again proven itself as a premier destination for women's hockey.

Edmonton was home to one of only three Canadian stops on the PWHL Takeover Tour, alongside Vancouver and Quebec City, and part of a slate of nine neutral-site regular-season games that are being played outside the League's current complement of cities. The game that was held on Sunday, February 16<sup>th</sup> at Rogers Place was the direct result of conversations had during Minister of Tourism and Sport Joseph Schow's mission to New York this past fall.

*"Alberta's government is proud to have helped bring last month's PWHL game to our province," said Joseph Schow, Minister of Tourism and Sport. The incredible turnout is a testament of not only the growing demand for professional women's sport, but of the fans here in Alberta. We've always been passionate about supporting our teams, and as the PWHL continues to build its audience and consider expansion, this game has highlighted Alberta as a premier destination, with world-class sport infrastructure and the world's best hockey fans."*

Women's hockey continues to be a major economic driver in Edmonton, with the recent PWHL Takeover Tour generating millions in revenue for local businesses. The economic impact is being felt across hospitality, tourism, retail, and entertainment sectors.

A sold-out crowd of 17,518 at Rogers Place cheered on the Ottawa Charge and the Toronto Sceptres, who represent many of the best women's hockey players in the world. The game drew thousands of visitors to Edmonton, filling hotels, restaurants and local attractions. Economic assessments indicate that the PWHL game contributed an estimated **\$11 million dollars** in total economic activity.

*"The success of the PWHL game showcases Edmonton's ability to host major sporting events and connect the community in support of world-class hockey," said Traci Bednard, President and CEO of Explore Edmonton. "Explore Edmonton is proud to champion women's sports and is inspired by the community's response that resulted in a significant economic impact and drew spectators to Edmonton from across North America."*

The event not only showcased the skill and intensity of PWHL athletes but also reinforced the growing demand for women's professional hockey in Alberta. Our 'YEG <3 Hockey' bracelets were handed out to more than 1,000 Edmontonians to inspire the next generation of athletes.

Edmonton's commitment to women's hockey is not only advancing gender equality in sports but also generating real economic returns. With continued investment in women's sports, Alberta - and Edmonton in particular - is positioning itself as a premier destination for high profile tournaments, further enhancing its reputation as a leading home for world-class hockey.

"Edmonton showed up in a big and meaningful way for the PWHL Takeover Tour, and we're incredibly grateful for the warm welcome and enthusiastic support from the local hockey community," said Amy Scheer, PWHL Executive Vice President, Business Operations. "This game was a powerful example of how sport, community, and local leadership can come together to drive economic impact and inspire the next generation of athletes."

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