



CANADA'S #1 TRADE DEADLINE SHOW



MONDAY

COVERAGE BEGINS
8AM ET/5AM PT

MEDIA RELEASE
February 21, 2018



<http://bmpr.ca/2CBcuW0>

Canada's Most-Watched Trade
Deadline Day Broadcast
#TRADECENTRE airs Live on TSN
February 26 Beginning at 8 a.m. ET

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- TSN's industry-leading team of Hockey Insiders and experts including Bob McKenzie, Darren Dreger, and Pierre LeBrun deliver every trade along with analysis and breaking #TRADECENTRE news throughout the day -
- Broadcast is complemented by local coverage on TSN Radio stations across Canada, with analysis and updates also available on TSN.ca and TSN's social media platforms -
- The 2018 Chevrolet Good Deeds Cup winning team to be revealed live during the TRADECENTRE broadcast -

TORONTO (February 21, 2018) – After months of speculation, Trade Bait lists, and in-depth team analysis, NHL Trade Deadline Day is almost here. Breaking down every deal throughout the day is TSN's industry-leading team of Hockey Insiders and experts during **TRADECENTRE** (**#TradeCentre**) – the network's signature, 10-hour live broadcast event on **Monday, Feb. 26** beginning at **8 a.m. ET** on TSN. Extensive coverage will also feature prominently on [TSN.ca](#), [TSN Radio's](#) eight stations across Canada and on TSN's social media platforms (see below for a complete list of accounts).

TSN was the first broadcaster to deliver comprehensive, full-day coverage of NHL Trade Deadline Day, beginning in 2000 and is consistently chosen by Canadians as their #1 choice for hockey news and analysis. Last year's **TRADECENTRE** attracted a total of 1.7 million Canadian viewers, representing an audience [more than double](#) that of its closest competitor.

Led by host [James Duthie](#), TSN's wall-to-wall **TRADECENTRE** coverage includes a high-profile and respected team of Insiders, analysts, former NHL players, coaches, general managers, reporters, and correspondents including:

- **Host:** [James Duthie](#)
- **Trade Breakers:** [Gord Miller](#), [Bob McKenzie](#), [Darren Dreger](#), and [Pierre LeBrun](#)
- **Instant Analysis Panel:** [Jeff O'Neill](#), [Jamie McLennan](#), [Mike Johnson](#), and [Dave Poulin](#) (from Montréal)
- **Deadline Panel:** [Gino Reda](#), Darryl Sutter, Paul MacLean, and [Martin Biron](#)
- **Trade Bait:** [Frank Seravalli](#)
- **Insights Panel:** [Bryan Hayes](#), [Michael Farber](#), and [Dave Naylor](#)
- **TRADECENTRE Contributor:** Postmedia's [Bruce Garrioch](#)
- **SPORTSCENTRE Updates:** [Jennifer Hedger](#)
- **SPORTSCENTRE Bureau Reporters:** [Jermain Franklin](#), [Paul Hollingsworth](#), [Farhan Lalji](#), [John Lu](#), [Mark Masters](#), [Sara Orlesky](#), [Ryan Rishaug](#), and [Brent Wallace](#)

With breaking news and instant analysis of every transaction, as well as interviews with players, GMs, and coaches, **TRADECENTRE** also features frequent updates from **SPORTSCENTRE's** Bureau Reporters, who are onsite with nine different teams, including every Canadian franchise. This in-depth coverage is mixed with special guests and a full slate of entertaining surprises, as well as the live reveal of the 2018 Chevrolet Good Deeds Cup winning team.

"We pride ourselves on being informative, but also have plenty of fun," said James Duthie, TSN hockey host. "We like to show off the hidden talents of our crew, whether it's their musical ability,

acting, or even llama wrangling. It's a very strange, and kind of awesome, unofficial Canadian holiday."

"I've been privileged to be part of our TradeCentre coverage for the last 18 years and work with our incredibly talented group of reporters and analysts," said Bob McKenzie, TSN Hockey Insider.

"Along with the customary in-depth analysis and spontaneous moments, I'm also looking forward to unveiling our 2018 Chevrolet Good Deeds Cup winner live during the broadcast."

Hockey fans can stay informed on all their favourite teams and players during the multi-platform coverage of Trade Deadline Day. [TSN.ca](https://www.tsn.ca) and the [TSN GO app](#) provide on-the-go, live streaming access to TSN's **TRADECENTRE** broadcast, and include the following highlights:

- The fan-favourite features of [Trade Tracker](#), delivering real-time updates on every trade as it happens
- [Trade Bait](#), featuring complete stats, cap hits, and key information on players who could be on the move
- TSN Senior Hockey Reporter [Frank Seravalli](#) proposes a number of potential team fits for players with [TradeCentre Match Game](#), and outlines every NHL team's wish list with [Trade Deadline Team Needs](#)
- TSN Hockey Analytics' stats guru [Scott Cullen](#) takes a comprehensive look at each team's Deadline Day situations with *Trade Deadline Playbooks*, and also breaks down **TRADECENTRE** transactions from a fantasy and statistical perspective

For in-depth locally-focused news during **TRADECENTRE**, fans can tune in to [TSN Radio](#) stations across the country, with each station featuring extensive coverage of Deadline Day focused on the local NHL team in their market. Fans across the country can also listen live at [TSN.ca/Radio](https://www.tsn.ca/Radio) and via the [TSN GO](#) and [iHeartRadio](#) apps.

Fans can also follow along through the network's official social media platforms [Twitter](#), [Facebook](#), [Instagram](#), and [Snapchat](#). Follow along with all the biggest deals, and join the conversation with other hockey fans tuned into **#TradeCentre**. [BarDown.com](https://www.bar.com) also rounds up all the social media buzz, debuts original artwork, and highlights viral content from across Trade Deadline Day.

Source : Numeris

About TSN

TSN is Canada's Sports Leader and provides world-class content across its industry-leading platforms including five national television feeds, TSN.ca, TSN GO, and TSN Radio stations across the country. With a broad portfolio of multimedia sports assets, Champions Live Here as TSN delivers more championship events than any broadcaster in the country. The network's deep and diverse roster of live sports programming includes the Grey Cup, IIHF World Junior Championship, Hockey Canada events, CFL, NFL, NBA, MLS, Toronto Maple Leafs, Ottawa Senators, Montreal Canadiens, Winnipeg Jets, Season of Champions Curling, FIFA World Cup, UEFA Champions League and UEFA Europa League, Premier League, Soccer Canada, CONCACAF Gold Cup and Champions League, MLB, Golf's Majors, NASCAR, F1, Grand Slam Tennis, UFC, NCAA March Madness, and Skate Canada and Rugby Canada events. TSN is a division of Bell Media, which is part of BCE Inc. (TSX, NYSE: BCE), Canada's largest communications company.