

FOR IMMEDIATE RELEASE:

**CITY OF MOUNT PEARL ANNOUNCES NAMING RIGHTS
PARTNERSHIP FOR GLACIER ARENA**

Mount Pearl – The City of Mount Pearl is pleased to announce a new naming rights partnership for the Glacier Arena with Capital Ford Lincoln, part of Capital Auto Group and The Howard Group. Through this 10-year sponsorship agreement, the facility will be known as the **Capital Ford Glacier**, marking an exciting new chapter for one of the City’s premier recreation facilities.

This partnership reflects a shared commitment to community, sport, and accessible recreation. The Glacier Arena has long been a hub for hockey, figure skating, and community events, and this agreement will help support its continued operation and enhancement for residents.

“As a City, we are proud to partner with the Capital Auto Group to invest back into our community,” said Mayor Dave Aker. “The Howard Family has a strong history of supporting recreation and youth sport in our region. This agreement helps ensure the Glacier Arena remains an affordable and welcoming place for families, athletes, and visitors.”

Under the terms of the agreement, the Capital Ford Glacier will feature a range of new branding and sponsorship elements throughout the facility, including:

- Exterior LED-lit signage
- Rinkboard advertising and additional signage space
- A family-friendly “Selfie Zone” display
- Lobby and entrance banners
- Ice resurfacer branding in both arenas
- Dressing room door branding

The enhancements will be rolled out in phases and are designed to elevate the overall experience for users while maintaining the integrity of the facility.

“Growing up in Mount Pearl, our family spent countless hours together at the Glacier Arena,” said Jon Howard, CEO of The Howard Group. “We understand the important role facilities like the Glacier play in the lives of young athletes, families, and the broader community. Our own

experiences helped shape who we are, so having the opportunity to give back to the city that has given us so much is very meaningful.”

The City will continue to operate and manage the facility, ensuring programming, access, and community use remain a priority. Revenue from the partnership will support ongoing maintenance and improvements, helping to keep ice time accessible and the facility in top condition.

About Capital Auto Group:

For over four decades, Capital Auto Group has been a dynamic leader in the automotive industry in Newfoundland & Labrador. With more than 500 employees, the Capital Auto Group brand is widely recognized for an uncompromising commitment to the highest standards of integrity and quality, product selection and service, and on making a positive contribution to the community in which we operate. Capital Auto Group has under its division the wholly owned subsidiaries of Capital Ford, Capital Lincoln, BMW St. John’s, Capital Hyundai, Capital Subaru, Capital Mitsubishi, Capital Auto Centre, Capital Collision Centre, Capital Glass Experts, Genesis St. John’s, MINI St. John's, and UniglassPlus/Ziebart St. John’s.

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CAPITAL FORD GLACIER

Figure 1 – CAPITAL FORD GLACIER lockup in POSITIVE (black copy, full colour logo). This logo lockup must be featured across ALL print and digital media for release.



Figure 2 – Capital Ford Glacier exterior entrance & façade signage facing Old Placentia Road.

Olympic Drive



Figure 3 - Capital Ford Glacier exterior entrance & façade signage facing Olympic Drive. Please note, the Capital Ford Glacier façade signage is non-illuminated.