



WHEAT CITY TELUS CUP COMMITTEE

#1 – 1175 18th Street
Brandon, MB R7A 7C5

Tel: (204) 726 - 3500 | www.keystonecentre.com



Keystone Centre to Host 2027 TELUS Cup National Championship

Brandon, MB — July 30, 2026 — The Keystone Centre is proud to announce its selection as host venue for the 2027 TELUS Cup, Hockey Canada's National U18 Men's Club Championship. The tournament will be held at Assiniboine Credit Union Place in Brandon, Manitoba, from April 19–25, 2027, showcasing the nation's top young hockey talent on a national stage.

Presented annually by Hockey Canada, the TELUS Cup is one of the most prestigious championships in Canadian amateur sport, showcasing six elite teams from across the country competing for a national title and the opportunity to etch their names into Canadian hockey history. The week-long tournament will see regional champions and the host representative battle for supremacy in front of fans, scouts, and hockey enthusiasts from coast to coast.

The 2027 championship marks a significant milestone for both the Keystone Centre and the Westman region, as Brandon welcomes athletes, coaches, officials, families, and visitors from across the nation. The event will place a national spotlight on the city while celebrating Canada's passion for hockey and the contributions of communities that help develop the next generation of players.

"We are thrilled to bring the TELUS Cup to Brandon and the Keystone Centre," said Connie Lawrence, CEO & General Manager of the Keystone Centre. "This event represents the very best of grassroots hockey in Canada, and we're honoured to provide a national stage for these talented young athletes. It is also an incredible opportunity to showcase our facility, our community, and our passion for the game. Brandon has a proud hockey tradition, and we look forward to creating an unforgettable experience for players, fans, and visitors alike."

The TELUS Cup has long served as a launching pad for some of Canada's most accomplished hockey players. Throughout its history, the tournament has featured future NHL stars, Olympians, and international competitors, highlighting its status as one of Hockey Canada's premier national championships. Its arrival in Brandon further reinforces Manitoba's reputation as a province with a rich hockey heritage and a strong commitment to amateur sport.

In addition to the excitement on the ice, the event is expected to deliver substantial economic and tourism benefits for Brandon and surrounding communities. Thousands of visitors are anticipated



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throughout championship week, generating activity for local hotels, restaurants, retailers, transportation providers, and attractions. The tournament will also provide valuable exposure for the region through national media coverage and Hockey Canada's extensive digital and social media platforms.

"Hockey is at the heart of communities across Canada, and hosting the TELUS Cup reinforces Brandon's reputation as a premier destination for major sporting events," said Dan Trotter, Chair of the Wheat City TELUS Cup Committee. "This championship will bring together the very best young players in the country while creating lasting benefits for our community. We look forward to working with our partners, volunteers, and residents to deliver an outstanding national championship in 2027 and a memorable experience for everyone involved."

The successful bid to host the TELUS Cup reflects the collaborative efforts of the Keystone Centre, the Brandon Wheat Kings U18 AAA program, Hockey Brandon, community leaders, volunteers, sponsors, and municipal and provincial partners. Their shared commitment to excellence helped demonstrate Brandon's ability to host a national championship event of this calibre.

The Keystone Centre has a long history of hosting high-profile events, including national and international sports competitions, concerts, agricultural exhibitions, trade shows, and community celebrations. As Western Manitoba's premier event and entertainment facility, it continues to attract major events that contribute to the region's cultural and economic vitality. The addition of the TELUS Cup further strengthens its legacy as a cornerstone of sport and community gathering in Manitoba.

Planning for the 2027 TELUS Cup will begin in the coming months, with opportunities for sponsorship, volunteering, community partnerships, and event participation to be announced. Organizers are encouraging residents and businesses across Western Manitoba to get involved as preparations begin for one of the country's most celebrated youth hockey championships.

Fans can stay up to date on news about the 2027 TELUS Cup, including schedules, ticket information, volunteer opportunities, and special events, by signing up to become a Hockey Canada Insider and by following the Keystone Centre on social media or visiting www.keystonecentre.com.

For more information on Hockey Canada and the TELUS Cup, visit **HockeyCanada.ca** or follow **Hockey Canada on Facebook, X, Instagram, and TikTok**.



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About the Keystone Centre

The Keystone Centre is Western Manitoba's premier event and entertainment destination, serving Brandon and the surrounding region through a diverse range of facilities, programs, and experiences. Home to agricultural exhibitions, concerts, trade shows, community gatherings, and major sporting events, the Keystone Centre plays a vital role in bringing people together while contributing to the economic, cultural, and recreational life of the region.

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For more information, contact the Wheat City TELUS Cup Committee at teluscup@keystonecentre.com or 204-726-3501