

## PRESS RELEASE

### **'Digger Award' – Engraved Hockey Puck Partnership with Kirby's Source for Sports**

Over the last several months, local Victoria startup laser cutting business, Victoria Custom Laser (VCL), has been working closely with Kirby's Source for Sports (KSS) on developing a unique award for hockey players and hockey tournaments – *The Digger Award*.

This award was created for highlighting and recognizing dedication, selflessness and relentless work ethic. This can be awarded to players, coaches and support staff.

This partnership came together when I, Dave Bone (Owner/Operator of Victoria Custom Laser), brought in some hockey pucks that I had laser engraved using a CNC Laser Cutter/Engraver. As a demonstration and test, I had engraved my hockey team's logo into the face of a hockey puck. I also brought in some laser cut wooden 'Puck Stands' which I designed to hold and display the engraved hockey puck.

Getting together with Nate Looyzen (Team Sales Manager) and Sean Tackaberry (Owner/Operator), we all agreed that this was something unique and how best could we develop something out of this. Sean had a concept and name for an "MVP" type award which he referred to as a "Digger Award" – an award not necessarily for the most valuable player, but to recognize someone that possess a hard work ethic, and consistent team effort. Out of many discussions, the "Digger Award" hockey puck was fully imagined, complete with a specific logo and design created by Dave at Victoria Custom Laser.

With the design now finalized, I got to work on producing the first order of Digger Award pucks, along with a newly redesigned 'Puck Stand™'. The Digger Award pucks consists of a laser engraved hockey puck that is then coated with a protective finish and completed by applying a paint inlay into the laser engraving. Each puck comes in a protective cloth bag.

KSS wanted the Digger Award pucks to be an accessible item that coaches, parents and tournament organizers could purchase in store and keep a couple with them so they could hand out after a game/tournament when hard working player(s) dig deep for their team.

KSS has been so easy to work with as their focus from the start was to provide something unique to the hockey playing community, while at the same time assisting a small, startup company (VCL) with an opportunity to try something on a larger scale and market. I can't thank KSS enough and it's been an absolute pleasure to partner and work with them on this endeavor. It's great to have the support and encouragement of such a well-established, local business.

We are very excited to see what the response will be to this unique product. Stay tuned!

Regards,

Dave Bone  
Owner/Operator  
Victoria Custom Laser  
[www.victoriacustomlaser.com](http://www.victoriacustomlaser.com)



**Digger Award Puck - White**



**Digger Award Puck - Gold**



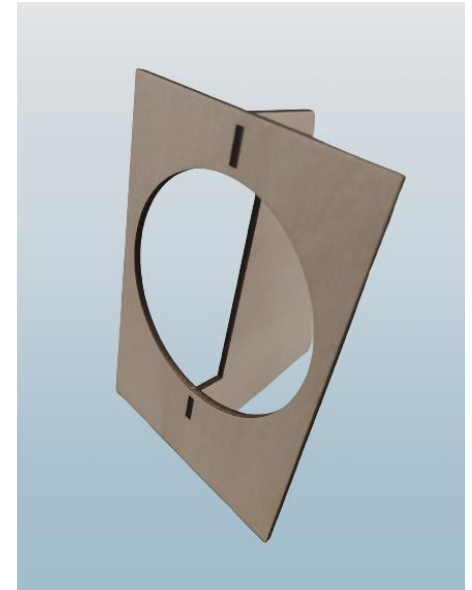
**Puck Stand™ with Digger Puck**



**Kirby's Digger Award Order**



**Puck Stand™ Counter Display**



**Puck Stand™**

## CONTACT INFORMATION:

Please reach out to us for further comment or interviews. We'd love to organize a meet up at Kirby's Source for Sports to further discuss the Digger Award in person and take some photographs.

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