



most storied buildings in hockey, and promptly won the Stanley Cup in 1932. They would go on to capture 10 more Cups in 1942, 1945, 1947, 1948, 1949, 1951, 1962, 1963, 1964 and 1967. The furthest they have gone since 1967 has been the Final Four, achieving this feat in 1978, 1993, 1994, 1999 and 2002. In 1951, 24-year-old Bill Barilko scored the Stanley Cup-winning goal against the Canadiens, at the Gardens, in overtime. This is considered by most to be the greatest moment in Leafs history. Tragically Bill disappeared that summer and was not discovered until 1962 when it was realized he had died in a plane crash, returning from a fishing trip. In the time that Bill was missing, the Leafs endured an 11-year Cup drought, not winning again until '62, the year Bill was discovered. This tale was immortalized in song by the Tragically Hip in the song "50 Mission Cap." On February 12, 1998, the Leafs merged with the NBA's Toronto Raptors and the newly constructed Air Canada Centre, and formed Maple Leaf Sports & Entertainment Ltd. On February 13, 1999, the Leafs played their final game at Maple Leaf Gardens and moved to Air Canada Centre. On February 20, 1999, the Leafs opened their new home in style, defeating the Montreal Canadiens in overtime by a score of 3-2.

**THE MARKET**

The Leafs boast the largest marketplace in the National Hockey League. They call Canada's largest city home. The Leafs appeal to many cultures and all age groups in one of North America's most diverse cities. It's been said that the Leafs have the most knowledgeable and loyal fans in hockey, if not in all of North American sport. Toronto is considered by many to be the centre of the hockey universe, and their fans are affectionately known as Leafs Nation. The loyalty of Leafs fans, however, outstrips geographical boundaries. It is routine for Maple Leafs fans to invade foreign rinks for Leafs road games and out-cheer the local fans. Leafs games consistently garner the highest television ratings both locally and nationally. More media outlets cover the Leafs than any

team in Canadian sports, bringing their product to a much larger market than any other franchise.

**ACHIEVEMENTS**

The Toronto Maple Leafs have won 13 Stanley Cups, the second most of any NHL team. Exactly 805 players have played for the Leafs, with 53 inducted into the Hockey Hall of Fame. Thirteen Leafs have been honoured by having their numbers raised to the rafters: Bower (1), Broda (1), Kelly (4), Day (4), Clancy (7), Horton (7), Conacher (9), Kennedy (9), Armstrong (10), Aps (10), Salming (21), Sittler (27) and Mahovlich (27). The Maple Leafs have been blessed with a litany of stars, among them Syl Aps, Ted Kennedy, Frank Mahovlich, Dave Keon, Darryl Sittler, Borje Salming, Wendel Clark, Doug Gilmour and Mats Sundin.

**THE PRODUCT**

The team's 37-year-old captain Mats Sundin posted impressive stats in 2007-2008. On October 11, 2007, he surpassed Darryl Sittler as the Leafs



**HISTORY**

The Toronto Maple Leafs entered the NHL as the Toronto Arenas in 1917. They won their first Cup in 1918, their inaugural season, and their second Cup in 1922. In 1920, their name was changed to the St. Pat's and then again on February 17, 1927, the team's name was changed to the Maple Leafs. On November 12, 1931, the Leafs moved into their longtime home Maple Leaf Gardens, one of the

all-time leading goals and points scorer. The product will continue to grow with the addition of Leafs Nation Hockey Headquarters, a state-of-the-art practice facility. The compound will include three NHL-sized ice pads and an Olympic-sized surface for the Maple Leafs and their American Hockey League affiliate, the Toronto Marlies, thus easing chronic shortages of ice time



in the area. The facility will include training and medical facilities, Hockey Canada's Ontario regional office and the Hockey Hall of Fame's Resource Centre and Archive.

**RECENT DEVELOPMENTS**

The Toronto Maple Leafs experienced immediate success at Air Canada Centre, making the playoffs in 1999, 2000, 2001, 2002, 2003 and 2004; and also hosted the NHL All Star Game in 2000. They established a 24-hour TV station called Leafs TV in 2001, which is currently seen in 940,000 homes in Canada. On four consecutive meetings, the Leafs eliminated their provincial rivals, the Ottawa Senators, from the playoffs (2000, 2001, 2002, and 2004). The Leafs had their entire season wiped out by the work stoppage of '04-'05. Since play resumed in 2005 the Leafs have not made the playoffs, surpassing the longest stretch between playoff games in club history.

**PROMOTION**

The Leafs phenomenal popularity resulted in a fifty-three-year (1946-1999) run of sellouts at Maple Leaf Gardens and Air Canada Centre. Capacity crowds are the norm at ACC, and the competition for tickets remains pitched regardless of the club's fortunes in any given year. The Leafs, therefore, are not promoted the same way as other teams in the



NHL. The Leafs control production of all local broadcasts, and their broadcasts are regarded as the best in the league. All 82 regular-season games, playoff games and exhibition games are covered by four Toronto-based newspapers, an all-sports radio station, the national news service, two national all-sports television networks and Leafs TV, the team's 24-hour television network. Many more news outlets climb aboard when the playoffs near. The Leafs have the strongest game presentation in the

NHL, seen by sellout crowds at Air Canada Centre every night. Their website, [www.mapleleafs.com](http://www.mapleleafs.com), is the most visited site of any team in the NHL. The Maple Leafs' and their charitable arm, the Leafs Fund's, community and fundraising initiatives reach thousands and raise close to \$1,000,000 annually. The players and alumni are extraordinarily active in their community. They operate the Toronto Maple Leafs Hockey School, a unique learning opportunity for hundreds of boys and girls. The team's Skills First Challenge teaches children the basics of the game while the Hockey In The Neighborhood program encourages young people to use Toronto's network of outdoor arenas. Street Buds introduces the game to kids through community centres across the Greater Toronto Area.

**BRAND VALUES**

The Maple Leafs brand is the most valuable in the NHL and is the most

recognizable sports brand in Canada. The team's colours are blue and white, adopted by Team Chairman Conn Smythe in 1926. The Leafs are one of only two teams that sport just two colours in their uniform; the Red Wings are the other. The official name of the team is The Toronto Maple Leaf Hockey Club, but it is more frequently referred to as "The Toronto Maple Leafs" or simply "The Leafs," or the team's nickname "The Buds." The Leafs have sported various logos over the years, the current eleven-point Leaf having been in place since 1970. The team's current brand statement reads: "The Toronto Maple Leafs represent absolute hockey, the authentic Canadian hockey experience, with a distinctly gritty, exciting, passionate style of play and a relationship with their fans that surpasses the game and unleashes the hockey fan in everyone. It is this united and everlasting passion that defines the Maple Leafs as hockey's team and confirms Canada as the founding nation of hockey and Toronto as the hockey capital of the world." Maple Leafs Hockey is "The Passion That Unites Us All." "The Passion That Unites Us All" is more than a slogan for the Toronto Maple Leafs. The Maple Leafs are the only NHL team whose central symbol can also be found on its nation's flag. For more Canadians than any other team, the



Maple Leafs are hockey. The link between the Maple Leafs and their fans has become an unbreakable multi-generational bond that defies the ups and downs of any one season. Leafs fans are Leafs fans for life.

**THINGS YOU DIDN'T KNOW ABOUT TORONTO MAPLE LEAFS**

- Only the numbers of players who have suffered a career-ending tragedy have their numbers retired by the club. Two numbers have been retired by the Maple Leafs — Ace Bailey's #6 and Bill Barilko's #5.
- In the entire history of the NHL, only one team has ever fought back from a 3-0 deficit in the Stanley Cup Playoffs to win. That was the 1942 Leafs; down 3-0 to the Red Wings, they fought back to win the next four.
- In 1976 Leaf Captain Darryl Sittler scored an NHL record 10 points in one game, equaled the NHL record for goals in one playoff game (5) and scored the winning goal for Canada in the first Canada Cup.
- The 1967 Stanley Cup Champion Leafs were (and remain today) the oldest team to ever win the Stanley Cup.

