

Guelph ringette gets new look

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GUELPH

The Guelph Ringette Association has undergone a makeover.

A new logo, new colours, new jerseys and, maybe, a new attitude were unveiled by the association just in time for its annual rep team tournament - this year it is celebrating its 25th anniversary - that got under way yesterday at three city arenas.

Guelph ringette teams took to the ice wearing their new navy blue and gold jerseys, complete with the new logo of a female lion. Merchandise tables were set up to sell clothing with the new colours and logo.

"It's a new, exciting look," said Jennifer Mezenberg, who chaired the association's committee that handled the re-design. "There was a small committee and we came up with the logo and colours. We knew what we wanted with colouring and we wanted to make a statement. It's been well received."

After going with a look that could be described as bland for years, the association has



spiced things up with the new equipment.

Gone are the royal blue and white uniforms that featured the word GUELPH and a ringette stick, replaced by the bolder-looking gear, all of which was designed and produced by local companies.

"We pushed to get a new look," Mezenberg said, adding that the association wanted to have it done in time for the tournament. "We wanted a new identity because it was just Guelph Ringette. I think this helps. The teams are collectively having a look, feeling proud. They've really taken it on. The girls feel good with it. They stand out and they play harder because they look good and feel good."

"There's always resistance to change. There's still the odd teenager that thinks it's kind of funny."

When the Guelph Ringette Association made the change a few weeks ago, it made a serious commitment to the look. New jerseys for all 16 teams were ordered to replace the old ones.

"There was a big investment by the association," Mezenberg said. "We want these shirts to last. We appreciate the money the association has put in so we want them to last."

Now that the association has a new look, a nickname for its teams will also be chosen. Guelph's minor hockey association uses Junior Storm for its teams while the girls' hockey association calls its squads the Thunder.

"We're still working on that," Mezenberg said. "We have a couple we're working on but we haven't pegged one down yet. We'd like to come up with something."

Guelph teams had mixed results on the first day of the tournament, which features games at the West End Community Centre, Victoria Road arena and

Centennial Arena.

In the Novice B Blue division, Guelph opened with a 9-8 win over Elora/Fergus then dropped a 7-5 decision to West Ferris.

In the Novice C White division, Guelph beat Elora/Fergus 5-3 then lost 11-4 to Ajax.

Both Guelph teams in the Petite B division lost their two outings. Guelph One fell 5-3 to Waterloo and 7-0 to Ajax while Guelph Two lost 5-2 to Ajax and 3-0 to Tillsonburg.

In the Tween A division, Guelph started with two straight wins, 4-1 over Waterloo and 4-3 over Etobicoke.

In the Tween B Blue division, Guelph One beat Waterloo 3-2 then lost 4-1 to Guelph Two, which had lost 6-4 to Tillsonburg earlier.

In the Junior B division, Elora/Fergus beat Guelph 5-2.

In Belle B, Guelph and Cambridge skated to a 1-1 draw.

No other results were available.

The tournament continues today and Sunday, with most of the championship games slated for Sunday. Some of the younger age groups will hold their championship games today.



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Andrea Priamo, left, of the Guelph Petite B Two ringette team battles with Tillsonburg's Trisha Dejaegher for the ring during yesterday's play in the Guelph Ringette Tournament at the West End Community Centre. Tillsonburg won 3-0.