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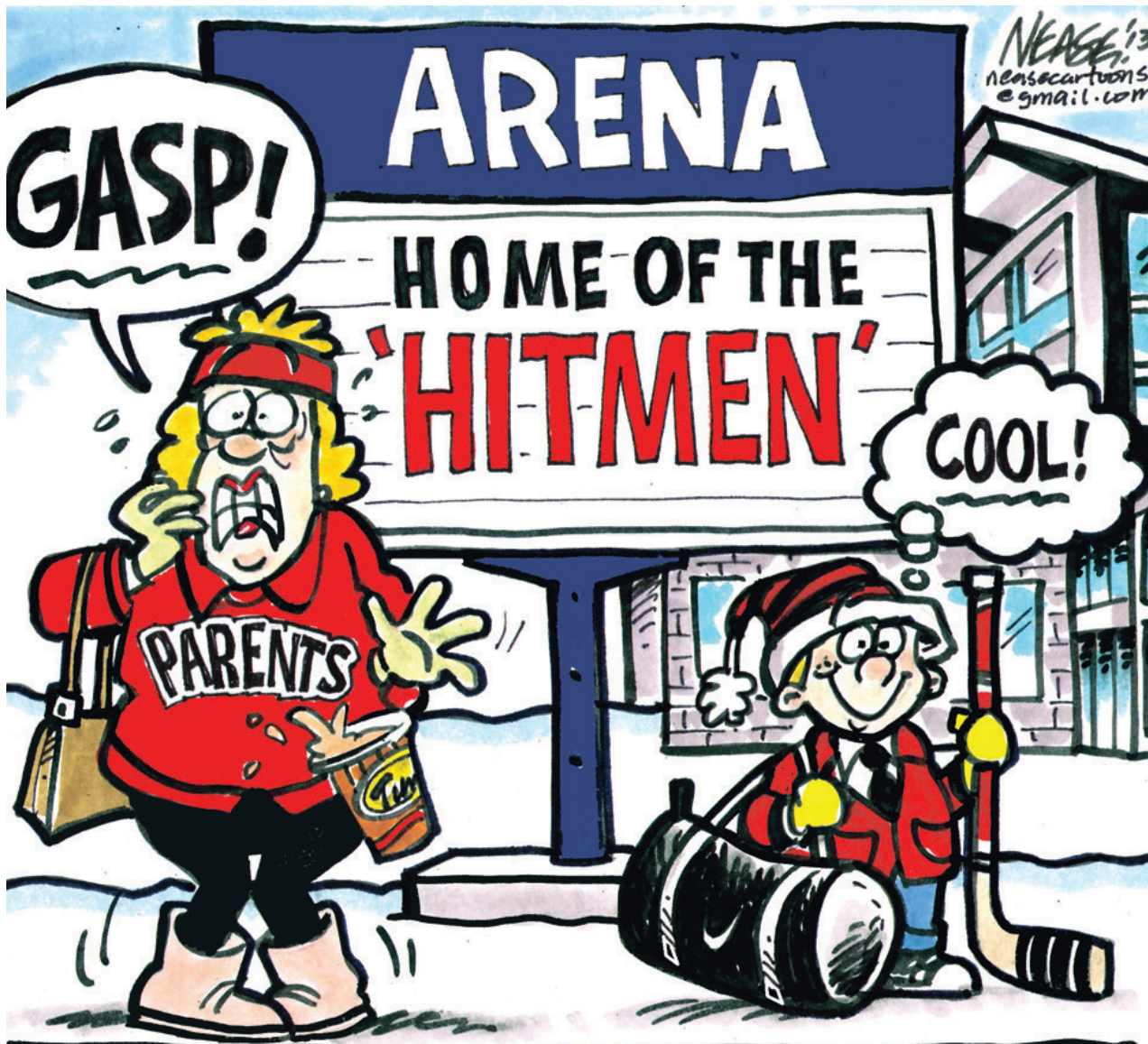
# THE INDEPENDENT & FREE PRESS

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Amalgamated Halton Hills Minor Hockey branding gets mixed reaction.

## Outraged parents want hockey group to rethink name

By EAMONN MAHER  
Staff Writer

Reaction continues to pour in regarding the choice of the nickname 'Hitmen' for the newly-formed Halton Hills Minor Hockey Association, with responses to this newspaper overwhelmingly against the moniker.

Last Thursday, an email was circulated through the executives of the Georgetown and Acton minor hockey associations asking whether a special meeting to discuss the matter should be held this week.

Georgetown Minor Hockey Association president Carson Mininch said that he and fellow board members have been swamped with feedback, with the majority of it criticizing the choice.

An online poll running on *The Independent & Free Press* website had more than 300 voters as of Friday afternoon, with 91 per cent of respondents indicating that they felt the nickname Hitmen was inappropriate due to its violent and sexist connotations.

"I don't usually write in to complain about things, but as a mother of two hockey players I felt absolutely shocked when I read about the name chosen for the new amalgamated Halton Hills Minor Hockey Association," said Corina Sibley in one of several letters to the editor (some yet to be published) calling for the name to be rescinded.

"The Hitmen is wrong on so many levels. From a branding perspective alone it has negative connotations; goons, assassins and mafia come to mind. The Association is also co-ed; so does that mean my daughter will be a Hitwoman? Or if we need to be all PC (politically correct) about it I guess Hitpeople

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CARSON MININCH

*Independent & Free Press* cartoonist Steve Nease offers his take on the Halton Hills Hitmen naming controversy.

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