

News Release



FOR IMMEDIATE RELEASE

June 27, 2024

The CVRD awards contract for removal of the World's Largest Hockey Stick at the Cowichan Community Centre (CCC)

DUNCAN, BC – The World's Largest Hockey Stick (WLHS) has reached the end of its serviceable life. First constructed for Expo 1986 in Vancouver, then brought to the Island and affixed to the CCC building in 1988, the structure has resided as a prominent landmark of the Cowichan region for the past 35 years. Ongoing maintenance and extensive repairs in the early 2000s have extended its life, but the glulam Douglas-fir structure of the stick and puck have decayed to the point that the structure requires intervention to ensure public safety.

In summer of 2023, the CVRD issued a public engagement survey regarding future direction of the WLHS. The majority of respondents indicated they do not support replacing the WLHS.

Considering the survey results and high cost of replacement, on November 30, 2023 the Cowichan Core Recreation Commission (CCRC) directed staff to move ahead with decommissioning the WLHS in 2024. To provide an opportunity to acquire the WLHS for future public enjoyment and use, the CVRD issued a public Expression of Interest for community organizations or individuals wishing to take ownership of the WLHS.

After evaluating all proposals, on June 6, 2024 the CCRC approved ownership transfer of the WLHS to Genuine Collectibles Inc. (GCI). GCI is a local company based in Shawnigan Lake, BC with an innovative plan to remove and transport the hockey stick to their manufacturing facility at Maxwell's Auto Parts in Cobble Hill at no cost to the CVRD, where the usable material of the stick and puck will be upcycled into unique, authenticated collectibles "A PIECE OF THE ACTION®" for sale to the general public. GCI is experienced with this type of venture as they previously upcycled pieces of NHRA drag racing cars into authenticated collectibles for sale in partnership with various high-profile companies. GCI has acknowledged that a portion of the sales will be donated to local sporting organizations and charities, and looks forward to working with the community in this exciting project.

Maxwell's has been in the recycling business for the past 65 years and has won accolades for implementing advanced ways to deal with the ongoing environmental challenges related to recycling, reusing and repurposing. Maxwell's has acknowledged that the best rewards they received through the years have been the many thank you cards and team photos sent in expressing appreciation for their community support and participation. GCI intends to utilize as much of the WLHS as possible during the manufacturing process. Any wood, metal and other materials that are not used during production will be processed through CVRD waste streams and private metal salvage operations.

The CVRD will now work with GCI over the coming weeks on successful removal of the WLHS.

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