



# Roustan Hockey Acquires McKenney

- *W. Graeme Roustan via **Roustan Hockey** has acquired **McKenney**, the custom hockey and lacrosse original equipment manufacturer based in Scarborough, Ont. , Canada.*
- ***Roustan Hockey** acquired **Heritage**, Canada's only hockey stick manufacturer in 2019.*
- ***Roustan Hockey** lineage dates back to 1847 in Ontario, Canada.*
- *Trevor McKenney founded McKenney in 1996 and will be Roustan Hockey GM, Protective.*

**Toronto, Ont., , Canada – Feb. 7, 2022** – W. Graeme Roustan, Executive Chairman of Roustan Capital and Roustan Hockey today announced its acquisition of McKenney, the custom original equipment manufacturer (OEM) of hockey and lacrosse protective gear based in the Scarborough district of Toronto in Ontario, Canada since 1996.

*"Trevor McKenney has been a pioneer in the design, development and production of custom hockey and lacrosse gear since 1996, and I am thrilled that he and his team will now become an integral part of the Roustan Hockey team,"* said Mr. Roustan.

Roustan Hockey acquired Heritage, the only OEM of hockey sticks in Canada in 2019, which has a legacy dating back to 1847. In 2021, Roustan Hockey moved its newly acquired "Hockey Stick Division" headed by its General Manager Bo Crawford from its 35,000 square foot, 100-year-old factory into a new 65,000 square foot, modern factory in Brantford, Ont..

With the addition of McKenney, Roustan Hockey has now added a "Protective Division," which will be headed by Trevor McKenney as its General Manager and remain in its current location in Scarborough.

*"Made in Canada is not a slogan but rather a strategic plan to reduce supply chain risks for our customers and brands while supporting Canadian manufacturing jobs and the Canadian economy,"* said Mr. Roustan.

## **About:**

**Walter Graeme Roustan** was previously the Chairman of Performance Sports Group, the then owner of the Bauer, Mission Itech and Cooper Hockey, Cascade and Maverik Lacrosse as well as other brands, from 2008 through 2012. Mr. Roustan led and won the Nike sale process to acquire Nike Bauer in 2008 and took the company public on the Toronto Stock Exchange in 2011 as its Chairman. He currently is the owner of The Hockey News and several other hockey industry businesses including ChristianHockey.com and RoustanHockey.com

**McKenney** McKenney Custom Sports was founded in July of 1996 by Mike McNamara and Trevor McKenney. McKenney Sports launched its first full line of goal equipment at the Montreal CSGA show in January of 1997. For over 25 years, the focus of the McKenney brand has been a commitment to building the highest quality, 100-percent Canadian-made sports equipment at affordable prices.

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