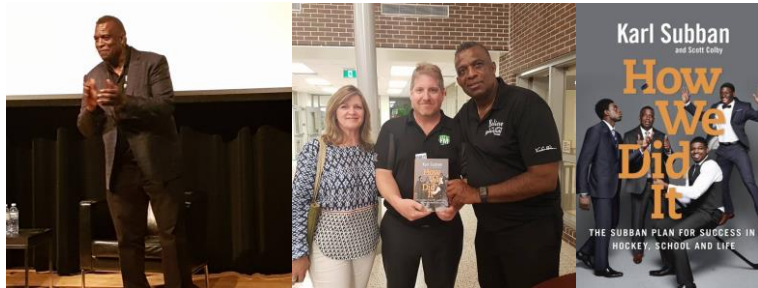


Famous Hockey Dad visits Cobourg and inspires at local event hosted by 93.3 myFM

May 17th, 2018 – Cobourg, Ontario



Pictured: (left)Karl addresses the crowd, myFM's Joel Scott (center) with Karl at his recent visit to Cobourg, Karl's new book, published by Penguin/Random House and available at all finer bookstores and online at amazon.ca.

COBOURG, ONTARIO Radio Station 93.3 myFM was proud to bring Karl Subban, father to P.K. Malcolm, and Jordan, all currently in the NHL, to a receptive audience at Cobourg Collegiate Institute. In his thirty years of coaching, teaching and parenting, Karl Subban has blazed a path of leadership. "Your greatest gift is your potential", he says, "and your greatest gift to the world is the development of that potential."

He spoke more through the evening about unlocking that potential. Karl used excerpts from his new book *How We Did It : The Subban Plan for Success in Hockey, School, and Life*, and signed copies of his book for fans. Special Thanks to Cameco for helping to support the evening.

My Broadcasting Corporation –“Ontario’s LOCAL Broadcasting Company” operates in 21 markets. The “myFM” radio brand provides Today’s Soft Rock, and extensive Local News coverage on the air, and via local web portals. MBC launched “talkSPORTS – EXTRA 90.5” Canada’s FIRST FM talkSPORTS radio station in Peterborough and new to the family of stations are OLDIES 96.7 in Peterborough, Classic Rock 107.9 and 93.3 myFM in Cobourg. MBC has recently launched new a FM radio station to serve Milton, and a second MBC service in Simcoe.

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