

Bubble Boys Get A Hall-Of-Fame Agent

(NAPS)—In modern sports, all professional athletes need agents—even if the athletes are just three inches high.

National Hockey League (NHL®) Hall-of-Famer Phil Esposito has stepped up to fill that post for the Bud Light Bubble Boys Hockey League (BBHL)—the world's greatest three-inch hockey players—negotiating on behalf of the teams with Commissioner Wayne Gretzky for the upcoming season.

In addition to his duties as the new agent of the BBHL Players Union, Esposito is appearing in four new television commercials, which began airing during the 51st NHL All-Star Game.

“Representing the players promises to be a highlight of my career,” said Esposito. “I plan to work closely with Commissioner Gretzky to ensure all players are treated fairly and fans can continue to enjoy Bubble Boys hockey for years to come.”

The Bubble Boys are fictional metal characters based on the classic bubble-domed, barroom table hockey game. Throughout the 1999 season, the Bubble Boys tried to join the NHL, but were repeatedly denied due to their three-inch stature. Frustrated by rejection, they created their own league to challenge the NHL and found hope in their elected commissioner.

“As Commissioner of the league, I look forward to working with Phil Esposito off the ice both at the negotiating table and on the golf course,” said Gretzky. “Fans who saw Phil play during his legendary career remember that he



Hall-of-Famer Phil Esposito will be negotiating with Commissioner Wayne Gretzky on behalf of players in the Bud Light Bubble Boys Hockey League.

played tough and I expect him to be tough in our negotiations.”

Since its debut in 1999, the BBHL promotion has grown from 17 to 33 markets. This year, local bars are hosting eight-week Bubble Boys hockey tournaments. Local finalists advance to the Stanley Cup Finals to compete for the National Bubble Boys Championship trophy and an opportunity to play against Gretzky and Esposito.

In addition to the tournaments, Bud Light—the official beer of the NHL—will host the Bubble Zone, a life-sized traveling version of the Bubble Boy Game.

The brand supports its NHL sponsorship by annually awarding the Bud Light/NHL All-Star Most Valuable Player Award at the league's All-Star Game and the Bud Light Plus/Minus Award, which recognizes the player recording the top overall plus-minus rating during the regular season.