



PRESS RELEASE
For Immediate Release

Colisée Vidéotron
**Videotron Strengthens Its Commitment to Mauricie
by Renewing Its Partnership with the Trois-Rivières Lions**

Trois-Rivières, September 21, 2026 — Videotron and the Trois-Rivières Lions today announced, in collaboration with the City of Trois-Rivières and Spire Holdings, a five-year extension of their naming rights partnership for Colisée Vidéotron, along with Videotron's continued designation as Official Partner of the Trois-Rivières Lions hockey team.

Announced today in the presence of Trois-Rivières Mayor Jean-François Aubin, Spire Holdings President Todd Mackin, Trois-Rivières Lions President Alex Cousineau, and Québecor President and Chief Executive Officer Pierre Karl Péladeau, this renewed commitment reflects Videotron's enduring ties to the Mauricie region and its support for a venue that has become, in just five years, a true gathering place for the entire community.

The initial partnership, closed in September 2021, officially named the arena "Colisée Vidéotron" for a five-year term. The new agreement extends this association through 2031, building on a relationship that has strengthened since the venue first opened its doors.

"For the City, being able to count on committed partners like Videotron is invaluable. The Coliseum is both a vital space for the people of Trois-Rivières and a genuine showcase for our city. It allows us to experience great moments right here at home, while also putting Trois-Rivières on the map far beyond its borders."

— **Jean-François Aubin, Mayor of Trois-Rivières**

"When Spire took over the Lions, our goal was to build something lasting in Trois-Rivières and to continue growing professional hockey in the region. Renewing our agreement with Videotron is entirely in line with that long-term vision. The Colisée is at the heart of our organization and the experience we want to offer our fans, our partners, and the entire community. Having a partner of Videotron's calibre alongside us for the next five years is excellent news for the Lions and for Trois-Rivières. We are very pleased to continue working together and to see what the coming years have in store."

— **Todd Mackin, President, Spire Holdings**

"For the Trois-Rivières Lions, renewing this agreement with Videotron means much more than a simple partnership. Videotron is a Quebec leader that believed in our organization from the very beginning in 2021 and stood by us through our most challenging moments, as well as the most memorable ones in our history. From our earliest seasons all the way to our Kelly Cup championship in the spring of 2025, Vidéotron has always been at our side. Colisée Vidéotron is today a gathering place for Trois-Rivières and for all of Mauricie, and we are extremely proud to continue this partnership for the next five years. On behalf of Spire Holdings and the entire Trois-Rivières Lions organization, thank you to Videotron for your trust, your loyalty, and your ongoing commitment to our organization and our community. We can't wait to keep this journey going together."

— **Alex Cousineau, President, Trois-Rivières Lions**

“Supporting events that bring people together, ignite passions, and energize communities is at the heart of who we are at Videotron. It is therefore with immense pride that we extend our partnership with the Trois-Rivières Lions, with every intention of continuing to make Colisée Vidéotron an iconic venue for audiences across the region. Our company is committed to remaining at the centre of the action in Mauricie, and we are delighted to be associated with an organization like the Lions — one that has distinguished itself brilliantly, right up to their Kelly Cup championship. I want to thank the Lions, Spire Holdings, and the City of Trois-Rivières for their dedication and outstanding collaboration. We look forward to the five years ahead.”

– **Pierre Karl Péladeau, President and Chief Executive Officer, Québecor**

A Partnership Rooted in Community

Inaugurated on September 12, 2021, Colisée Vidéotron is the largest arena in the Mauricie region, with a capacity of up to 4,750 spectators. It serves as the home of the Trois-Rivières Lions, a professional club in the East Coast Hockey League (ECHL) affiliated with the Montreal Canadiens, and hosts a wide range of sporting events that enrich the District 55 year-round.

In just five years, Colisée Vidéotron has established itself as a premier venue. It has welcomed Trois-Rivières Lions games before record crowds, including the celebrations marking their 2025 Kelly Cup championship, the opening and closing ceremonies of the 59th Jeux du Québec Finals in the summer of 2025, and a Canada–United States women’s hockey Rivalry Series game that drew a sold-out crowd in February 2023. Colisée Vidéotron will also co-host the 2029 IIHF World Junior Championship alongside Centre Vidéotron in Québec City — one of the world’s most prestigious hockey tournaments — further cementing its status as a destination of choice for major sporting events.

This renewal reflects Videotron’s commitment to viewing sports and cultural infrastructure as vital drivers of community vitality. The company intends to continue playing a meaningful long-term role in Mauricie, where it is well established and serves thousands of residents and businesses.

About the Trois-Rivières Lions

The Trois-Rivières Lions joined the ECHL for the 2021–22 season. The club has been owned by Spire Holdings since late April 2024. In 2025, the Lions made history in Trois-Rivières by capturing their first Kelly Cup championship. The franchise plays its home games at Colisée Vidéotron and is affiliated with the Montreal Canadiens (NHL) and the Laval Rocket (AHL).

About Videotron

[Videotron](#), a wholly owned subsidiary of [Québecor Media Inc.](#), is an integrated communications company engaged in television, entertainment, Internet access, wireline telephone and mobile telephone services. As Canada’s fourth wireless service provider, Videotron is a strong and highly competitive player, with 4,484,000 mobile subscriber connections as of June 30, 2026. Videotron is also a leader in new technologies with its [Helix](#) home entertainment and management platform. As of June 30, 2026, Videotron was serving 1,739,300 subscribers to its Internet services, 1,237,000 television customers as well as 523,500 to its wireline telephony service. Finally, Videotron has taken the coveted title of “most respected telecommunications provider in Québec” for the 20th time since 2006, according to the 2026 Léger Reputation survey.

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