



Steinbach Selected to Host 2027 TELUS Cup West Regional Championship

WINNIPEG, MB

October 22, 2026

Hockey Manitoba is pleased to announce that Steinbach, Manitoba has been selected as the host community for the **2027 TELUS Cup West Regional Under 18 Championship**, taking place April 1–4, 2027 at the Southeast Event Centre.

The event will be hosted in partnership with the Southeast Event Centre and Eastman Selects, bringing together U18 AAA representatives from Manitoba, Saskatchewan and Northwestern Ontario, along with the host Eastman Selects, for the opportunity to advance to the 2027 TELUS Cup national championship. The West Regional will feature a four-team round robin beginning Thursday, April 1, followed by the championship game on Sunday, April 4.

"Steinbach presented a strong bid built around an outstanding new facility, an experienced event team and a community with a tremendous connection to hockey," said Trevor Buhnai, Chief Executive Officer of Hockey Manitoba. "We are excited to work with the Southeast Event Centre, the Eastman Selects and the entire host committee to deliver a first-class championship experience for the players, families and communities coming to Manitoba next April."

The Southeast Event Centre opened in 2025 and serves as home to the Eastman Selects U18 AAA program, along with the Steinbach Pistons and Steinbach Millers. The facility's main arena provides seating for approximately 2,400 spectators and is supported by additional event, hospitality and meeting spaces.

"We are incredibly excited to welcome the TELUS Cup West Regional Championship to Steinbach and Southeast Manitoba," said Gabriel Brandt, Director, Sports Programming, Southeast Event Centre. "This is an opportunity to showcase our facility, our community and the passion for hockey that exists throughout the region. We look forward to welcoming the participating teams and their families and creating a championship experience they will remember."

"Hosting the TELUS Cup West Regional Championship in Steinbach is a tremendous opportunity for hockey across the Eastman Region," said Dan Gilbertson, Eastman Region Minor Council Representative. "Our communities have a strong tradition of supporting minor hockey, and we're excited to welcome teams and families from across the West while giving our own players, volunteers and fans the opportunity to experience a championship of this level close to home."

Ticket information, volunteer opportunities and sponsorship packages will be available in the coming weeks.

The TELUS Cup is Hockey Canada's national U18 club championship. The West Region consists of representatives from Saskatchewan, Manitoba and Northwestern Ontario, with the regional champion earning the opportunity to compete at the national championship. The 2027 TELUS Cup West Regional Championship represents an opportunity to showcase U18 AAA hockey while bringing players, coaches, officials, families and fans from across Western Canada to Southeast Manitoba.

Additional information regarding tickets, schedules, volunteer opportunities and other championship activities will be announced in the coming months.

2027 TELUS Cup West Regional Under 18 Championship

April 1–4, 2027

Southeast Event Centre – Steinbach, Manitoba

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