



Press Release
September 4, 2026
For immediate release

Where Hockey Fans Meet Board Game Players: Ottawa Senators, CATAN®, and asmodee Announce Partnership to Bring CATAN to Canadian Tire Centre

Vaudreuil-Dorion, QC — September 4, 2026 — The Ottawa Senators, asmodee, and the globally beloved board game from CATAN Studio today announced a new partnership built on a shared belief: that great experiences bring people together. Whether around the game table or in the stands, fans and players alike are united by strategy, community, shared emotions, and the thrill of the game. This partnership brings those two worlds together — introducing the passionate CATAN community to Senators hockey and inviting Senators fans to discover the world of CATAN.

The highlight of the partnership is a dedicated CATAN Night, held on November 23, as the Senators take on the Calgary Flames at Canadian Tire Centre. The event will transform the fan experience with CATAN-themed décor and activations, ticket packages, and promotional giveaways. The partnership extends beyond game night to include concourse activations at additional home games, a social media contest, and a signature Senators Foundation community event, creating year-round fan engagement.

Senators x CATAN-themed Social Media Contest

Leading up to CATAN Night, fans across the Ottawa Senators Territory in Ontario and Quebec can take part in a CATAN-inspired social activation where fans engage by voting on key elements of the CATAN game experience in connection with the Ottawa Senators. The contest will run across the Ottawa Senators' official X, Facebook, and Instagram channels, serving as an exciting lead-in to the CATAN Night celebration.

A Presence That Lasts All Season Long

This partnership is designed to be felt throughout the entire season — not just for one night. Asmodee and CATAN will maintain a consistent, visible presence all season long with:

- Canadian Tire Centre Vision: Branded messaging at every Senators pre-season and regular season home game.
- LED Dominance: Branded messaging at 10 Senators regular season games.
- Concourse Activations: Activation zones at 10 Ottawa Senators games.

"We couldn't be more excited to bring the world of CATAN to Senators fans. Board games and hockey share the same heart — strategy, community and bringing people together — and this partnership celebrates all of it," says Jayson Pickford, Country Manager and CEO of asmodee in Canada.





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"This is an exciting partnership with CATAN and asmodee for our hockey club. Our CATAN Night will deliver a unique and engaging experience for our fans, both inside our home at Canadian Tire Centre and on social media," adds Peter Shier, VP, Marketing, Ottawa Senators.

"CATAN has always been about bringing people together around the table, and we're delighted to see that spirit come to life at Canadian Tire Centre", said Kevin Hovdestad, Director, Brand Development at CATAN Studio. "Watching our world connect with the passion of the Senators fan community is incredibly exciting, and we can't wait to celebrate CATAN Night together."

About the Ottawa Senators

The Ottawa Senators are a professional ice hockey team based in Ottawa, Ontario, Canada. The Senators compete in the National Hockey League (NHL) as a member of the Eastern Conference's Atlantic Division. Founded in 1992, the team plays its home games at Canadian Tire Centre, representing a passionate fan base throughout the National Capital Region. For more information, visit the Official Ottawa Senators Website.

About CATAN Studio

CATAN Studio, an asmodee studio, is dedicated to promoting and growing the legacy of CATAN, one of the world's most celebrated board games. CATAN Studio produces products that spark imagination, foster community, and bring joy to players around the world.

About asmodee

Asmodee is a global leader in tabletop gaming. Inspired by players, asmodee has been crafting and taking to market immersive, shared experiences for over 30 years. Its portfolio includes beloved games and intellectual properties such as CATAN®, Ticket to Ride®, Dobble/Spot it!®, 7 Wonders, and Exploding Kittens®. Operationally headquartered in France, asmodee operates globally, making its games accessible to players in over 100 countries around the world. Asmodee group's Class B shares are publicly traded on Nasdaq Stockholm under the ticker ASMDEE B. Learn more about asmodee [here](#).

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