

# Guelph eyes possible return of 'Heated Rivalry' filming to Sleeman Centre



[Taylor Pace](#)

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As international phenomenon *Heated Rivalry* begins filming throughout Ontario, Guelphites hope the show will return to the Sleeman Centre once more.

Unconfirmed reports say the show is returning to Guelph in September.

While no local filming dates have been officially confirmed, the Guelph Storm will be practicing at the West End Community Centre rink for eight days in September and October, leaving the Sleeman Centre rink wide open for any beloved hockey show filming.

"We are out for a couple of weeks in September," Guelph Storm general manager George Burnett told *GuelphToday*. "Off our ice for a couple of weeks and we'll practice at West End. Out of our space for a few days here and there."

That includes Sept. 20 to Sept. 23 and Sept. 28 to Oct. 1.

Advertisement

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The Storm has regular season home games on Sept. 18 and 25 and Oct. 2.

"We're trying to work closely with the city to continue to have a great relationship. Is (having to practice elsewhere) perfect? No. But we've kind of met in the middle to work together to come up with a plan that we can be comfortable with," he said.

No Storm games are interrupted.

General manager of culture and recreation with the city, Danna Evans, couldn't confirm whether the show would be filming again in Guelph, but she hopes it does.

"They haven't announced any dates publicly outside of what I've heard for Toronto and Montreal," she said. "Until we have firm dates or until somebody announces publicly, there's nothing more that I can say."

“But certainly early on, we had some great conversations with them. They had a great experience at the Sleeman Centre,” she said. “It was great to know that they had a great experience here and wanted to try again.”

If they do come back, Evans said the city plans to lean into the experience, given the impact season one had.

The hit Crave show, which follows the love story of two major league hockey players, [filmed at the rink over the summer last year](#), with trailers inconspicuously stationed off Elizabeth Street. Some University of Guelph hockey players were also [recruited for the show](#).

Since it aired, the Sleeman Centre has been getting more attention than normal, with fans stopping by for tours.

“It’s amazing the international attention that we’ve had,” she said, adding that the city saw an increase in tourism as people made their way to the Sleeman Centre, including a group who came from the U.S.

“A group of friends stayed in one of the other film locations, and then came to the Sleeman Centre and had a tour,” she said.

The manager of the Sleeman Centre was even interviewed for a British magazine about the show.

Thanks to the success of season one, Evans said there have been more “requests and conversations” for on-site filming.

“We would love to be a filming hot spot for sure.”

This comes after [city officials called for a new operational model](#) for the Woolwich Street rink, which is expected to cost \$4.1 million to operate in 2026, with only \$2.5 million in revenue.

The long list of suggestions from city staff included actively selling the centre as a viable film location for film and TV.

Rental rates typically start around \$4,250 per day during peak season, or \$2,150 per day for off season, which includes the summer.

But the price really depends on where, when, and how long the schedule is, she said.

While some film shoots might be just a few hours, if they go overnight the city has to keep staff on.

“So that adds to the cost,” she said. “It truly just depends on what they’re doing – how many cameras, how quiet they need us to be, how much prep we need to do.”

The advertising on the rink is electronic, which means it can be easily swapped out for filming, but other spots like concession stands might need branding removed.

She said she sees an opportunity to commemorate the show at the Sleeman Centre.

“We hope to be able to showcase anything if they do come here,” she said.

“I think there’s a great opportunity to more formally create tours of assets or images that tell the story,” she said. “It’s an opportunity to be recognized internationally and to showcase Guelph as being fantastic.”

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