

# [***Barbie's latest power play? She has joined the PWHL***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:6BNM-H981-DYWW-81XV-00000-00&context=1516831)

Postmedia Breaking News

March 29, 2024 Friday

Web Edition

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**Section:** PARENTING

**Length:** 427 words

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**Body**

***Barbie*** has no problem going from the Oscars to the hockey rink. Red carpet, red line, it's just who she is.

The iconic wunkerkind - who has had her ups and downs on the feminist playlist - is partnering with the Professional Women's Hockey League for its inaugural season.

***Barbie*** will appear on rink boards in Montreal, Ottawa and Toronto. And by the looks of her Instagram feed( [*https://www.instagram.com/barbiestyle*](https://www.instagram.com/barbiestyle)/ ), she and her girlfriends recently spent time in Montreal getting ready for the debut, having a double-double, strolling on Île Sainte-Hélène and being fabulous in Old Montreal.

There is no photographic evidence she popped in for an apple fritter at Bernie Beigne with Blake Lively( [*https://montrealgazette.com/news/local-news/blake-lively-is-in-montreal-obsessing-over-bernie-beigne*](https://montrealgazette.com/news/local-news/blake-lively-is-in-montreal-obsessing-over-bernie-beigne) ).

***Barbie*** stopped at Le Petit Dep in Old Montreal during a girls trip in early March.

She'll also launch a video series in May that will feature PWHL players telling their own stories. The soundtrack will probably not include a rendition of I'm Just Ken (Dryden).

"***Barbie*** represents female empowerment, and like the PWHL, breaks down gender barriers to redefine what's possible for women and girls of all ages," Amy Scheer, PWHL senior vice-president of business operations, said in a statement. The partnership is intended to "champion the belief that a girl can be anything she wants to be, including a professional hockey player."

In 2020, Tim Hortons and Mattel teamed up to sell ***Barbie*** likenesses of Montreal superstar Marie-Philip Poulin and Toronto's Sarah Nurse. All proceeds from the sales went to the Hockey Canada Foundation.

The PWHL's regular season ends May 5. ***Barbie*** will make the playoffs.

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A partnership between the PWHL and ***Barbie*** will include a video series launching in May featuring PWHL players telling their own stories to inspire girls.

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