Bodog Opens into Canadian Sports Betting Market

Contributed by Thomas Jensen
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Sports Betting enthusiasts in Canada will finally get a chance to take advantage of the great betting lines at Bodog now that the international operation is officially anouncing its foray into the country. Canadians can bet on sports at Bodog.ca here. It has been a monumental year for the Bodog brand and its licensees, and Bodog Europe is excited to officially announce yet another key milestone in the brand’s history: the launch of the Bodog experience to the Canadian market. Perhaps fittingly, Bodog Europe’s launch of Bodog.ca coincides with the 15-year anniversary of the Bodog brand, for the first time giving Canadian players the ability to cash in on some hot new promotions just in time for the remainder of the CFL season and the beginning of the NFL and NHL seasons.

Bodog Europe is lead by industry veteran and Managing Director Keith McDonnell, and is regulated and licensed by the Antigua & Barbuda Financial Services Regulatory Commission, Directorate of Offshore Gaming. McDonnell noted, “We’re extremely excited to be able to bring the unique Bodog experience to Canadian players. Canadians are passionate sports fans and are extremely savvy consumers. The Bodog brand is known world-over for its unmatched customer service and here at Bodog Europe we put the player’s experience and entertainment ahead of all else - I’m confident that we’re going to quickly earn Canadians’ loyalty and trust.”

Bodog.ca offers Canadian players safe, secure and simple access to world-class sports betting, a thriving and dynamic poker community, and a full Vegas-style casino with more than 80 web-based and downloadable games. Bodog Europe offers its players a simple, feature-rich sports betting product, offering a vast selection of sports betting opportunities across all major leagues and featuring live betting and an 80+ track Racebook. The Bodog.ca Sportsbook also has a particular focus on Canada’s most popular sports: NHL Hockey and CFL Football.

Bodog Europe – the upstart Bodog brand licensee already taking the UK by storm with its European-facing site Bodog.co.uk – had originally secured the rights to the world-famous “Bodog” brand for use in Europe only. However, when Bodog Europe Managing Director Keith McDonnell learned of BodogBrand.com’s willingness to entertain proposals to license the brand for use within Canada, he was quick to act, and secured the exclusive Canadian license.

“The Bodog brand is celebrating its fifteenth year anniversary this year – an absolutely remarkable pedigree and testament to its enduring values in an industry that quickly kills off mediocrity. The brand has gone through quite an evolution during that long history, and Bodog Europe is looking forward to carrying the torch forward for at least another fifteen years of world-class customer service, unbeatable promotions, and, above all – fun.”

To learn more about Bodog Europe’s Canadian site, visit Bodog.ca.