

MEDIA ADVISORY

September 27, 2017

For Immediate Release



## **CALGARY FLAMES, CALGARY HITMEN HOCKEY INSPIRES LEADERSHIP DAY 2017**

Hockey Calgary is proud to announce the Calgary Flames, Calgary Hitmen Hockey Inspires Leadership Day 2017! This one day workshop will bring together 800 minor hockey players from all associations with an emphasis on teamwork, sportsmanship, respect and fun. An interactive Captains panel and informative breakout sessions with knowledgeable representatives from professional sports will also provide a unique perspective on what it means to be a leader both on and off the ice. This event is designed for players who aspire to be leaders and role models not only on their minor hockey team but in the community as well.

Hockey Calgary launched their Hockey Inspires campaign last season and this event will act as a 2.0 version of the campaign with a more interactive approach. Kevin Kobelka, Hockey Calgary's Executive Director states *"We are looking forward to hosting 800 minor hockey players from all Associations, we believe it is our responsibility to be more than just a hockey program to our young athletes. We want to help them develop life skills and become leaders and role models in the community for years to come."*

The Calgary Flames Foundation, Calgary Flames and Calgary Hitmen have secured the role as the title sponsor of the event. *"Hockey is about more than the game. We believe in the lessons the game has to teach anyone, at any age, about respect, teamwork, hard work, leadership and fairness,"* said Candice Goudie, Executive Director of Charitable Foundations for the Calgary Sport and Entertainment Corporation. *"This is a day about delivering that message to young people. On behalf of the Flames and Hitmen, we are proud to be partnered in that goal, we will continue to advocate for it and create and fund programming that provides access to sport and hockey."*

### **Details to follow:**

**Who:** Pee Wee, Bantam & Midget players (ages 11 – 18)

**Date:** Monday, October 16

**Time:** 8:00 A.M. - 4:00 P.M.

**Location:** Big Four Building on the Calgary Stampede grounds

### **In Attendance:**

Host – Rob Kerr, Radio Talk Show Host of Sportsnet 960 The FAN

Members from the Flames Foundation / Calgary Flames & Calgary Hitmen

800 Pee Wee, Bantam and Midget minor hockey players

Team Mentors – Players from the Calgary Hitmen and other local USports (CIS), amateur and professional hockey teams

Guest Speakers

- Mike Cvik, former NHL Official
- Tom Higgins, former Head Coach in the CFL
- Sheldon Kennedy, former NHL hockey player and founder of Respect Group
- Craig Button, TSN hockey analyst and former National Hockey League executive

Captains Panel

- Various Captains and Assistants from local professional and semi-professional sports teams

Key Note Speaker

- Brad Treiving, General Manager of the Calgary Flames

**Event Sponsors:**

Thank you to - Calgary Flames Foundation, Calgary Hitmen, Calgary Stampede, Country Hills Toyota, Boston Pizza Foundation, Respect in Sports, Sportsnet 960 THE FAN, Subway, OpenHWY

**Registration Information:**

Registration will open at noon on **Wednesday October 4** and will be limited to 2 players from each Pee Wee, Bantam and Midget team. Please visit the [Hockey Calgary website](#) for all registration information. Due to the limited number of participants, Hockey Calgary would like to remind those interested to please consider whether this workshop is right for your child before registering.

**Media:**

Twitter - [@hockeycalgary](#) / #YYCHKYLEADERS

Instagram - [@hockeycalgary](#) / #YYCHKYLEADERS

Facebook – [Hockey Calgary](#)

Campaign Website – [Hockey Inspires](#)

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