



## **INTERESTED IN HOCKEY!**

Here is a **GREAT OPPORTUNITY** for families new to hockey!

Canadian Tire and Rocky Minor Hockey have come together to help offer a unique introductory program. The First Shift program, created by Bauer Hockey and Hockey Canada was developed to get more families introduced to hockey, the Canadian Tire First Shift provides kids ages 6-10 an opportunity to easily try hockey for \$199, which includes a six-week on-ice trial, expertly fitted head-to-toe BAUER equipment, and in-depth parent education. Following the six-week on-ice sessions, participants have the option of improving their skills via the minor hockey association managed Transition Program or in some communities, the minor hockey association can place Canadian Tire First Shift graduates on to a minor hockey team.

## **Goals of the Canadian Tire First Shift program?**

- Ensure a positive experience for new-to hockey families.
- Grow minor hockey association base.
- Create opportunity for kids in and around minor hockey associations.
- Work with the national governing body and iconic Canadian brands invested in youth development.
- Be leaders in minor sports.
- Offer the game in a different way with support of Hockey Canada.

## **Registration opens at 12pm on June 1.**

As of June 1, 2018, the program will be open for player registration on <http://www.firstshift.ca/locations/>

Families will have the ability to register and pay for their player directly through the link on our program locator

