

CHAPTER 1

PROGRAM OVERVIEW

1.1 OUR MISSION

Our mission is to change the way hockey is offered by inspiring new families to join our community and enroll their kids in our sport, as we create positive conversation and exposure for our great game.

1.2 PROGRAM INSPIRATION

As leaders in our sport, we have a collective responsibility to protect, advance and grow the game. BAUER Hockey, Hockey Canada, the National Hockey League, and the National Hockey League Players' Association have committed to a multi-year strategy to grow the game by increasing participation. As a hockey community, we are already familiar with the benefits of our great game. The **NHL/NHLPA First Shift** is our opportunity to introduce these benefits to new families. Together we will make a meaningful impact on the lives of kids, their families and our communities.

HOCKEY IS A VEHICLE TO:

- Experience the benefits that active participation offers; exercise, positive attitude, confidence and overall good health.
 - Teach core values and life lessons toward developing good citizens.
 - Model teamwork and leadership.
 - Inspire hard work, dedication and discipline.
 - Offer a lifelong membership into a tight-knit hockey community.
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1.3 PROGRAM DESCRIPTION

The **NHL/NHLPA First Shift** program is designed to ensure a positive experience for new-to-hockey families. **We want families to experience the game at its best** — to understand why so many Canadians feel an inherent love for the sport — and to stimulate a desire for continued participation. We want to take away any intimidation as it relates to equipment requirements, and/or rules of the game, remove potential safety concerns and, most importantly, provide an experience that is memorable and fun.

THE NHL/NHLPA FIRST SHIFT MAKES HOCKEY:

- Affordable
- Manageable (time commitment)
- Safe
- Fun!

PROGRAM CAPACITY:

- Program A Maximum Capacity: 45 participants, 10 on-ice instructors
- Program B Maximum Capacity: 30 participants, seven on-ice instructors

PROGRAM PARAMETERS:

- Open to all children (unless otherwise specified an all-female program)
- 6-10 years of age
- Never previously registered in minor hockey – Hockey Canada Registry (HCR)
 - Host local hockey associations are responsible for verifying the names of their registrants against the HCR – and with neighboring local hockey associations if need be.

PARTICIPANT REGISTRATION FEE OF \$299 INCLUDES:

- BAUER equipment (head-to-toe)
- Welcome Event
- Equipment fit demonstration
- Expert fit session and equipment collection
- On-ice experience
- Six weeks, one session/week, one hour on a consistent day and time
- Focus on fun