



## **CALGARY NORTHSTARS HOCKEY ASSOCIATION LAUNCH NORTHSTARS CARES INITIATIVE**

**HEROS, KidSport Calgary & Area and the Calgary Flames Sports Bank charities to benefit from this association wide community focused pilot program.**

For Immediate Release - Calgary, AB – 2020 is a year of many firsts, some we would like to forget and in this case some we want to celebrate as the Calgary Northstars Hockey Association looks to launch their very own Northstars Cares program in support of three amazing Calgary based, child and sport focused charities.

The Calgary Northstars mission statement is very clear about their goals as a local hockey association. Their mission statement states “We will strive in all that we do to provide aggressive development of exceptional people, players and teams on and off the ice. We will act with integrity and will always be guided by 'doing the right thing'. We will encourage all our players, coaches and members to be courageous, creative and curious. The Calgary Northstars will be more than a hockey association- we will be a community that comes together on and off the ice. “

Today’s announcement and introduction of the Northstars Cares program showcases their commitment to this mission and to our community. Through the launch of this new pilot program all teams in the Calgary Northstars program will unite to support the great work of HEROS (Hockey Education Reaching Out Society), Calgary Flames Sports Bank and KidSport Calgary & Area. Together with the support of their players, coaches and families the Northstars teams will be working with these organizations to learn about their impact, understand who they are supporting and raise profile, awareness and dollars for the critical work being done by these great organizations.

*“As the Calgary Northstars Hockey Association, we believe in development as a holistic approach. In addition to providing on ice resources and development, we value teaching life skills and supporting the development of great people as well as great players.” Noted Jesse Hale General Manager, Hockey Operations for the Calgary Northstars Hockey Association. “We are proud to have the trust of these great charities to help carry out their vision to support people in need and we are excited to help develop the life skills of our athletes. We know that our efforts will have a positive impact on the lives that are supported by our charity partners, but we also know that our athletes’ lives will have a long-lasting positive impact because of their contributions. The creation of Northstars Cares as the charitable arm of our association will be a huge piece in creating the culture we are looking to attain within our association.”*

HEROS , the Calgary Flames Sports Bank and KidSport Calgary & Area are the proud charity partners of this newly launched program. Together these organizations support thousands of local kids with access to sport and the many, many positive mental, physical and personal benefits that come from participation.

*“I am really impressed and encouraged by a trend we have seen in our area over the past few years. Hockey Calgary players, coaches, and parents working as a team to be of service to their community through acts of charity.” Highlighted Rob Kerr, active volunteer, board member and*



*supporter with HEROS, KidSport Calgary and the Flames Sports Bank. "Sport is critical in teaching so many important life lessons like leadership, teamwork, respect, but doing it with fun in mind. All of this is embodied by Northstars Care, a program designed by the association to help their players learn those important skills and leave a lasting mark in our city. HEROS SuperHeros program, The Flames Sports Bank, and KidSport Calgary will benefit greatly in the short term by the work of the Northstars teams. However, it's the long-term benefit that is so exciting, as these young players will learn so much about our groups work, and impact in the community. We know that many of them will become ambassadors for our programs for years to come. This will help spread our work to even more players and families who can use it."*

This program is just the beginning as the Calgary Northstars Cares Program looks to build character, care, leadership and important life skills within their players, while also fostering a duty of care for our community that begins with these three great organizations that are doing so many great things for local kids who need them. Players, coaches, and families will walk along side these great charity partners as we develop lifelong relationships that will cultivate the support and awareness these organizations need. Follow along as Northstars Cares shares this great story throughout their 2020-2021 season. #NorthstarsCares #SuperHeros #BiggerThanHockey #SoALLKidsCanPlay #GettingKidsInGear

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## **HEROS**

Hockey Education Reaching Out Society (HEROS) is a volunteer-driven charity that uses the game of ice hockey to teach life-skills and empower marginalized youth. HEROS provides free hockey-based mentorship programming to youth living with financial and social barriers to sport as well as aspiring players living with physical and cognitive challenges. We provide opportunities for personal growth through sport training, educational development, and scholarships guiding participants to become constructive citizens and future community leaders. Since 2000, HEROS helped more than 12,000 children and youth, from 11 cities across Canada.

## **KidSport Calgary & Area – Calgary Flames Sports Bank**

KidSport Calgary & Area and the Calgary Flames Sports Bank (founded by Bill Comrie) merged under the direction and leadership of one board on October 29, 2019. This partnership was put in place to elevate the support provided to low income families so their kids can participate in local sports. Together these two great organizations are providing sport registration fee assistance to qualified Calgary & Area kids and no cost equipment to qualified kids throughout Southern Alberta. They are 100 per cent community funded as they work to raise funds to support vulnerable kids in our community through the Gift of Sport. Celebrating 25 years of serving our community in 2020, with over 66,000 kids assisted and



over \$14 million locally raised dollars put back into our local economy and sports community.  
#SoALLKidsCanPlay

### **Calgary Northstars Hockey Association**

Calgary Northstars Hockey Association is Calgary NE quadrant association, originally formed in 1964. We pull players from deep into the NW and SE. We are home to 10- U15-U18 AA & AAA teams, as well as 2- U21B teams. Calgary Northstars always strives to be the best on and off ice. We are extremely excited to partner with Kidsport Calgary!