



Hockey Education Reaching Out Society



Boys & Girls Clubs



Big Brothers Big Sisters

Boys & Girls Clubs Big Brothers Big Sisters  
of Edmonton & Area

## Media Release

September 27, 2011

# Celebrating a new season in Edmonton, HEROS welcomes girls and boys with the help of NHL Alumnus Grant Fuhr

*Beverly neighbourhood children will 'score' inspiration from NHL Alumnus Grant Fuhr and HEROS program*

**Edmonton** – On Wednesday, September 28, 2011, 30 girls and boys from Beverly neighbourhood schools will sharpen their skates and skills as the young hockey stars will register, receive their equipment and begin the journey toward learning how to stick handle challenges in hockey and in life.

NHL legend and Stanley Cup champion Grant Fuhr will be on hand to support HEROS with the help of the “Hockey is for Everyone” program. He will impart his message of perseverance, dedication and commitment to the HEROS girls and boys as well as staff and other students that are assembled.

*“HEROS is an exemplary model when it comes to youth enrichment and grassroots hockey programming,” said Kenneth Martin, Jr., NHL Vice President of Community and Diversity Programming. “We have been admirers of HEROS since its inception in 1999. We are proud supporters, and commend their enduring commitment to providing hockey opportunities for children both in Canada and abroad.”*

### Members of the media are invited to attend:

**What:** Grant Fuhr will speak to the girls and boys about diversity, dedication and determination in hockey and in life

<b>Where:</b>	Montrose School 11931 62nd St. Edmonton, AB (2:00pm – 3:30pm)	and	Russ Barnes Arena 6725 121 Ave. Edmonton, AB (4:45pm – 5:45pm)
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**When:** Wednesday, September 26, 2011  
2:00 pm – 3:30pm (Equipment fitting)  
4:45pm – 5:45pm (On-ice session)

**Who:** Grant Fuhr, NHL Alumnus and Stanley Cup Champion  
Norm Flynn, Executive Director, HEROS

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### **About Hockey Education Reaching Out Society (HEROS)**

HEROS is a registered Canadian charitable organization that empowers children of diverse ethnicity from socio-economically challenged neighbourhoods through ice hockey and education. HEROS uses ice hockey as a catalyst to promote positive behaviour by focusing on skills development, self-esteem enhancement, team building and leadership training.

HEROS started in 1999 in Vancouver's downtown east side and now operates 11 programs in 7 cities across Canada including: Vancouver, Sunshine Coast, Calgary (x 2), Edmonton, Winnipeg (x2), Toronto (x 3) and Montreal. HEROS also assists with a cross community program for children from Dublin, Ireland and Belfast, Northern Ireland.

This year, HEROS will work with more than 500 children across Canada. Since 1999, HEROS has worked with more than 2,300 girls and boys and has a national program retention rate of 85%.

### **About Hockey Is For Everyone**

The *Hockey is for Everyone* initiative is a component of "The Biggest Assist Happens off the Ice," the National Hockey League's social responsibility program that builds on the League's long-standing tradition of addressing important social issues in North America and around the world.

*Hockey is for Everyone* provides support and unique programming to non-profit youth hockey organizations across North America that are committed to offering children of all backgrounds opportunities to play hockey. The initiative is supported by NHL member clubs, players, NHL alumni, and fans. To date, *Hockey is for Everyone* has exposed close to 45,000 boys and girls to unique hockey experiences.

HEROS is a member of the NHL's *Hockey is for Everyone* initiative.

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### **About Boys & Girls Clubs Big Brothers Big Sisters of Edmonton**

*BGCBigs* is the newly amalgamated organization of Boys & Girls Clubs of Edmonton and Big Brothers Big Sisters of Edmonton & Area, providing safe places and caring relationships to children and youth in our community. Serving the needs of over 6,000 kids and their families, *BGCBigs* is pleased to be a partner in the HEROS program, where deserving kids have the opportunity to build self esteem, discipline, teamwork and recreational skills.

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