



On behalf of Chevrolet, we wanted to let you know about an exciting new program for Peewee teams across Canada.

Chevrolet Power of Play Hockey starts with each Peewee team receiving a free Chevrolet coach's kit. In each kit, coaches will find game pucks, inspirational cases, laces and tape, all featuring words of inspiration from Ryan Smyth, Daniel Brière, Zach Fucale, Tyler McGregor, Natalie Spooner, Caroline Ouellette and our own Tom Renney. The aim of this kit is to help coaches impart the important values that helped these great Canadians become better people on and off the ice. Every kit is a premium coach's hockey bag that comes with 25 pairs of laces, 25 rolls of stick tape, 20 pucks and 20 Most Inspirational Player Awards.

Also included in every coach's kit is a starter tape ball, made from used tape from the 2016 National Junior Team, National Women's Team and National Sledge Team. Minor hockey teams will be encouraged to add to it and the team that creates the biggest tape ball will receive \$10,000 (\$5,000 of which will go to that team's minor hockey association). There are also smaller prizes being awarded to teams in each branch at the end of the year. At the end of the season, Chevrolet will be collecting all the tape balls to create one massive monument that will travel between the tournament venue in Montreal and the tournament venue in Toronto during next year's World Junior Tournament.

Additionally, Chevrolet has created a Branch incentive program to help drive your participation. Available to all 13 Branches, Chevrolet is offering a total of \$85,000 in grants, with each Branch receiving \$50 for every team that signs up in their region. There's also a \$1,000 bonus available for when your Branch reaches 25% participation in the program.

The Branch incentive program runs from December 22 to January 31, so please spread the word and let's get as many teams as we can participating. Proceeds will be distributed at the beginning of March. To learn more about this exciting new program and to direct your Peewee coaches to sign up, please refer to ChevroletHockey.com

If you have any additional questions, please reach out to your Hockey Canada contact or ChevroletHockey@maclaren.com

Thank You,
Hockey Canada



FIND NEW ROADS[®]