



NEWS RELEASE

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Pepper and Theo to lace 'em up Friday for a Good Cause: Ex-Flames to play *Hockey for the Homeless*.

CALGARY – More than a twenty former Flames, including Jim Peplinski, Joel Otto and Theo Fleury, will be lacing up their skates with members of the Calgary business community on November 28th at the Don Hartman N.E. Sportsplex for a unique hockey experience aimed at helping the homeless in our city.

Hockey for the Homeless is a new fundraising event to Calgary but it's been an annual tradition in Toronto since 1996 and in Montreal since 2004, raising over 1.8 million dollars while helping more than 10,000 homeless people towards a better life.

The event allows members of the Calgary business community to not only raise money for a good cause but also play on one of 8 teams alongside ex-Flames and former Pros from around the league; names like Paul Kruse, Dwayne Hay and Charlie Simmer.

"The goal is to raise \$80,000 to help the homeless in Calgary", explains Kerry Lyons, organizing committee volunteer and member of the Calgary business community. "We're elated to see the level of support we've received from the NHL Alumni and the Calgary business community and would invite people to stop by to take in some of the action or bid on silent auction items on Friday."

"Thanks to our many sponsors, including Pepsi and Plains Midstream, our inaugural event here in Calgary is shaping up to be a great success", Lyons explains. "But we're still looking for cash donations as well as items for the Silent Auction to push us over the \$80,000 mark."

In keeping with the *Hockey for the Homeless* mission to end homelessness, all proceeds from the event will go to worthy charitable organizations in Calgary and for specific homeless-reintegration projects and programs.

More information is available at www.hockeyforthehomeless.com. People interested in making a donation should contact Kerry Lyons right away at 403.613.1554 or by email: kdlyons@shaw.ca.

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