



Topic: Hockey for the Homeless
PROJECT: News Releases: Release #1 — Awareness
DESCRIPTION: News Release targeted to increase awareness of HFTH and homeless issue. To be printed on HFTH Letterhead.

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((FORMAT)) **NEWS RELEASE**

For Immediate Release: Monday, November 4, 2008

((HEAD)) **Gartner Champions *Hockey for the Homeless*.**

((COPY)) Toronto – Hall of Fame hockey legend Mike Gartner is the honorary chair for *Hockey for the Homeless*, an annual fantasy-hockey fundraising event. Although it's been 10 years since he retired, he still loves to lace up the blades, especially when it's for the right cause. And every November for the past 10 years, he has been participating in a fundraising hockey tournament that sees Toronto businessmen contribute to a worthy cause while playing hockey alongside some of their favourite former NHL pros, including: Mark Osbourne, Gary Leeman and Wendel Clark.

Hockey for the Homeless has been an annual tradition in Toronto since 1996 and in Montreal since 2004, raising over 1.5 million dollars while helping more than 10,000 homeless people towards a better life.

The goal for this year's tournament, the 13th annual event in Toronto, is to raise \$180,000. Pepsico is the title sponsor for the 2008 single-day event to be played on November 14th at the Angus Glen Community Centre. The day includes a minimum of 3-games per team (10 teams with two former NHL pros on each team), lunch, a reception and dinner, as well as a Silent Auction. "As a former player, the organization and the tournaments provide an enjoyable, yet tangible way for me to give back to my community." says Gartner.

Gary Scullion, General Manager, Cadbury Canada and Executive Director for *Hockey for the Homeless* is one of the founding members of the tournament: "Since 1996, Hockey for the Homeless has been providing hope to thousands of homeless men, women and children across Canada as well as an exciting and rewarding way for members of the Canadian business community to give back. Help us make a difference by sponsoring or playing alongside ex-NHLers in one of our fundraising tournaments, or by donating your time or money to our growing cause."

In January 08, the Hockey for the Homeless charitable organization voted to expand the charity across Canada and into the four remaining NHL markets – Calgary, Edmonton, Ottawa and Vancouver. To get informed or get involved, more information is available at www.hockeyforthehomeless.com

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Toronto Media Contact:

Name Graz Bruno
Phone
Email