



Saskatoon Blades Hockey Club Community Involvement – February/March 2008

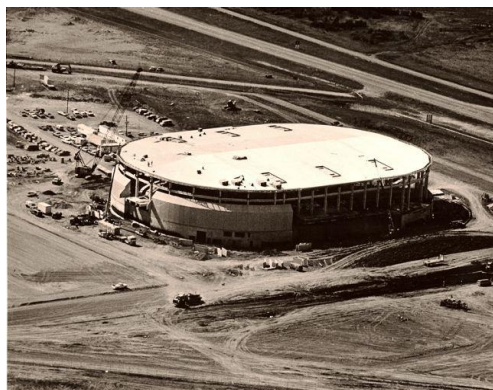


The Saskatoon Blades finished off an aggressive public relations schedule over the course of the entire 2007/08 season with over 80 appearances in February and the first half of March.

In these months the Saskatoon Blades attended over a dozen schools in the community and also took part in various other community events including autograph sessions, novice hockey practices, and much more. The Blades have taken part in over 350 player appearances since the start of the 2007/08 Western Hockey League season.

This document contains team promotions that have occurred so far this season as well as a day to day breakdown of team involvement in the months of February and March. It also includes photographs of events.

Credit Union Centre 20th Anniversary



On February 9th, 2008, the Saskatoon Blades teamed up with Credit Union Centre (CUC) to celebrate the 20th anniversary of the building. On February 9th, 1988, the Blades hosted the Brandon Wheat Kings in the first ever event at Sask. Place (CUC) and once again hosted the Wheat Kings exactly 20 years later.

Nearly 7,000 people took in the game that featured special edition themed jerseys, retro music, videos, and more.

The Saskatoon Blades would like to thank 92.9 The Bull, the game night sponsor, as well as all other media partners for their support of the evening, as well as Credit Union Centre for their continuing partnership.

Parent Weekend

On the weekend of February 8th and 9th, the Blades invited parents of all players to the city of Saskatoon and treated them to a weekend of entertainment.

The annual tradition included two Blades home games (vs. EDM – Feb. 8/08, vs. BDN – Feb. 9/08), as well as meals and various other team functions throughout the weekend.

The Saskatoon Blades Booster Club was also involved in the weekend, providing a pre-game meal to parents on Saturday evening.

Subway Safety Patroller Night

As part of the Subway Safety Patroller Lunch Program, the Saskatoon Blades invited all Saskatoon and surrounding area safety patroller's to attend their home game on February 20th against the Prince Albert Raiders.



To say thank you to the patrollers, the Blades offered each student with a free ticket to the game in addition to discounted tickets to all safety patroller's family members.

Telemiracle Bucket Pass



On February 23rd, the Blades welcomed Kinsmen members to the game against the Regina Pats to help raise funds for Telemiracle, Saskatchewan's annual telethon that raises funds for persons with disabilities in the province.

Telemiracle buckets were passed through the stands in the 2nd period, raising over \$2,100 for Kinsmen's Telemiracle. The 32nd instalment of Telemiracle raised over \$3,600,000 across the province.

Novice Hockey Night

The Saskatoon Blades proudly hosted novice hockey players from Saskatoon on February 26th, 2008 when they played the Lethbridge Hurricanes. Every novice hockey player in the city of Saskatoon received a free ticket to the game as part of the Blades support of novice hockey in the city.

The team is currently in its first year of a ten year agreement that sees every novice hockey player in the entire city proudly wear the Saskatoon Blades logo on their custom designed jerseys. Over 35 novice hockey teams also had Blades players attend at least one practice throughout the course of the 2007/08 season.

Scout Night

For hundreds of scouts, February 29th was truly a night spent with the Saskatoon Blades. On this night, the Blades played host to the Medicine Hat Tigers while also hosting scouts from Saskatoon for an all night event.

This annual tradition saw scouts enjoy the game while bringing full equipment to spend the night on the concourse of Credit Union Centre to earn a special Saskatoon Blades badge.

Members of the Armed Forces were in attendance as well to display rescue equipment and various weaponry for fans to see.

Mentorship Night

Aboriginal youths who took part in this year's SIGA White Buffalo Youth Lodge Mentorship program were invited to the March 1st home game as a wind up to the 2007/08 program.

Youth's were taken onto the ice prior to puck drop and were publicly recognized for their involvement in this year's

program which featured 5 – one hour on ice sessions in addition to supper and off-ice sessions where various life skills were instructed.



Goalie Mask Design Competition Presentation

On March 7th, Blades goaltender Braden Holtby wore a custom designed and painted mask as part of this year's goalie mask design competition.

Throughout the course of the season, the Blades distributed information packages that allowed kids 12 and under to design a goalie mask.

Masks were then submitted back to the Blades office and the winning design was selected by Blades fans using the poll on the home page of saskatoonblades.com.

Johnathan Becker's mask, with over 800 votes, was chosen as the winning design and was handed over to a custom painter. The painted mask was then worn by Braden Holtby during the Blades home game on March 7th. Following the game, Johnathan and his family were taken onto the ice where the mask was autographed and personally presented to Johnathan by Braden Holtby.



Children's Wish Foundation Night



The Saskatoon Blades were once again proud to team up with the Children's Wish Foundation and Acklands Grainger for Children's Wish Night on March 8th, 2008.

Acklands Grainger General Manager Frank Murray, along with Children's Wish Foundation Chapter Director Carla Loney-Tindall, were on hand prior to the game for a special pre-game puck drop with wish child Jenna.

Jenna, who received a life saving kidney transplant at the age of 4, had her wish come true when she was taken on a trip to Disneyland with her entire family. On this night, Jenna took part in a ceremonial face off at centre ice between Derek Hulak, this year's Acklands Grainger Point Man, and Moose Jaw Warrior Captain Riley Holzapfel.

In total, the Ackland's Grainger Point Man has raised over \$84,000 since the late 1980's.

Dakota Dunes Million Dollar Dice Drop

At the Blades final home game of the season on March 15th, two lucky contestants were given the opportunity to drop 6 giant dice from the rafter's of Credit Union Centre in an attempt to win \$1,000,000.



Jason Neely and Darryl Lavesk each spent \$100 in the Team Store and entered into the draw before they were randomly chosen from the list of entries. Unfortunately neither contestant was able to walk away with \$1,000,000; however, each was presented with merchandise items for taking part.

A special thanks to Dakota Dunes Casino and Resort, the sponsor of this year's Dakota Dunes Million Dollar Dice Drop.

Monday, February 4th

White Buffalo Youth Lodge Mentorship Program

Credit Union Centre

Travis Toomey, Jyri Niemi, Teigan Zahn, Braden Holtby

- Practiced hockey drills with aboriginal youths
- Ate subs/cookies and hosted youths for supper and conversation
- Post-meal conversation about positive lifestyle choices

CIBC Read to Succeed

Dr. John G. Egnatoff School

Sam Klassen, Chris Durand, John Flatters

- Read Brady Brady books to school
- Signed autographs and distributed hockey cards to students
- Discussed the importance of reading, favourite books, etc.

Subway Safety Patroller Lunch

James Alexander School

Ryan Funk, Ondrej Fiala, Garrett Zemplak

- Presented schools safety patrollers with certificates of appreciation along with RCMP officers
- Ate Subway lunch with students
- Signed autographs and thanked over 40 students for being safety patrollers

Burger King Bully Prevention

Bishop Filevich School

Colton Gillies, Derek Hulak, Braden Holtby

- Spoke to students about verbal, direct, indirect, and cyber bullying
 - Signed anti-bullying contract with students and left behind in classroom
 - Share and heard examples of bullying with students
-

Monday, February 11th

RCMP Project Faceoff

Dr. John G. Egnatoff School

Sam Klassen, John Flatters

- Spoke to students about their experience in Vancouver, BC in early October, 2007
- Worked with RCMP officers to present students with an anti-drug abuse plan
- Raised awareness of drug addiction and the dangers of drug abuse at home in Saskatoon

RCMP Project Faceoff

Silverwood Heights School

Kirk Belyk, Chris Durand

- Spoke to students about their experience in Vancouver, BC in early October, 2007
 - Worked with RCMP officers to present students with an anti-drug abuse plan
 - Raised awareness of drug addiction and the dangers of drug abuse at home in Saskatoon
-

Wednesday, February 13th

Subway Safety Patroller Lunch

St. Luke School

Derek Hulak, John Flatters, Chris Durand, Kirk Belyk, Ryan Funk

- Presented schools safety patrollers with certificates of appreciation along with RCMP officers
- Ate Subway lunch with students
- Signed autographs and thanked over 35 students for being safety patrollers

Nutana Collegiate Day

Nutana Collegiate School

Kevin Philp, Mitch Berg, Stefan Elliott, Teigan Zahn, Darian Dziurzynski, Curtis Hamilton, Travis Toomey, Chris Langkow, Gaelan Patterson

- Played floor hockey with inner city kids

- Ate Subway lunch with youth's
 - Talked about various important life skills including nutrition, physical activity, and more
-

Monday, February 18th

Novice Hockey Practice

Gemini Arena - Gold

Chris Durand, Sam Klassen

Minor hockey teams involved: **Wild Hogz, Redwing Cyclones**

- Players offered tips and support while minor hockey teams ran practice drills
- Players showed minor hockey teams a few WHL minor hockey drills

Novice Hockey Practice

ACT

Derek Hulak, Braden Holtby

Minor hockey teams involved: **Saskatoon Aces, Saskatoon Comets**

- Players offered tips and support while minor hockey teams ran practice drills
- Players showed minor hockey teams a few WHL minor hockey drills

Novice Hockey Practice

Harold Latrace 2

Garrett Zemlak, Colton Gillies

Minor hockey teams involved: **Renegade Sharks, Renegade Battalion, Comet Bulldogs, Wild Fire**

- Players offered tips and support while minor hockey teams ran practice drills
- Players showed minor hockey teams a few WHL minor hockey drills

Novice Hockey Practice

Gemini Arena - Red

John Flatters, Kirk Belyk

Minor hockey teams involved: **Furious Flyers, Wild Coyotes**

- Players offered tips and support while minor hockey teams ran practice drills
 - Players showed minor hockey teams a few WHL minor hockey drills
-

Sunday, February 24th

Kidsport Mini Golf

Market Mall

Kevin Philp, Mitch Berg, Teigan Zahn, Stefan Elliott

- Mini golfed with Kidsport kids

Monday, February 25th

RCMP Project Faceoff

Prince Philip School

Kirk Belyk, Chris Durand

- Spoke to students about their experience in Vancouver, BC in early October, 2007
- Worked with RCMP officers to present students with an anti-drug abuse plan
- Raised awareness of drug addiction and the dangers of drug abuse at home in Saskatoon

RCMP Project Faceoff

Sign Middle School

Kirk Belyk, Chris Durand

- Spoke to students about their experience in Vancouver, BC in early October, 2007
- Worked with RCMP officers to present students with an anti-drug abuse plan
- Raised awareness of drug addiction and the dangers of drug abuse at home in Saskatoon

Wednesday, February 27th

Subway Safety Patroller Lunch

Vincent Massey School

Garrett Zemplak, Ryan Funk, Chris Langkow, Kirk Belyk

- Presented schools safety patrollers with certificates of appreciation along with RCMP officers
- Ate Subway lunch with students
- Signed autographs and thanked over 15 students for being safety patrollers

CIBC Read to Succeed

Carlyle King Library

Derek Hulak, Colton Gillies, Braden Holthby, Sam Klassen

- Read Brady Brady books to library
- Signed autographs and distributed hockey cards to those in attendance
- Discussed the importance of reading, favourite books, etc.

Autograph Session

Sobey's

Curtis Hamilton, Teigan Zahn, Chris Durand, Garrett Klotz, Mike Reich, Ondrej Fiala

- Autographed hockey cards for grocery shoppers

Monday, March 3rd

White Buffalo Youth Lodge Mentorship Program

Credit Union Centre

Entire Team

- Practiced hockey drills with aboriginal youths
- Ate subs/cookies and hosted youths for supper and conversation
- Wrapped up season long program