

Relax, it's just a game Campaign



The Hockey Canada mission statement reflects the commitment and dedication of Hockey Canada and the hundreds of thousands of volunteers in Canada, ensuring that hockey provides quality opportunities that are both positive and fun for all participants.

PSA Campaign Synopsis

By reversing the roles in parent-child relationships, the TV, print and radio PSA's, created by Palmer Jarvis DDB (PJ DDB) for Hockey Canada, put an impactful spin on the inappropriate pressures some parents may put on their children. The national public service campaign is designed to raise awareness and promote discussion about the issue of inappropriate parental behaviour in minor hockey and other sports.

As a parent in the game you play an important role in creating a safe, respectful environment for your son or daughter. Hockey Canada has created this site in an effort to pass on important information to you as a parent and to provide you with resources that are important as your son or daughter progresses through this great game.

2002/2003 Campaign

Television PSA



"Cop" 3.7MB
[Download MPG Movie](#)



"Groceries" 3.9MB
[Download MPG Movie](#)



"Golf" 4.1MB
[Download MPG Movie](#)

Print PSA



"Golf"
[Download low-res](#)



"Bedroom"
[Download low-res](#)
[Download high-res](#)



"Bathroom"
[Download low-res](#)
[Download high-res](#)

We encourage and approve you to download these PSA print ads and to include them in any newspaper, publication, newsletter, tournament program, or other forms of printed materials that can get this message out in a positive way.

Radio PSA

“Diner”

A young girl puts her mother down for her tasteless meatloaf. [Download MP3 712KB](#)

“Gifts”

A boy is heard yelling at his dad because his Christmas gifts this year were lame. [Download MP3 708KB](#)

“Parent/Teacher Interviews”

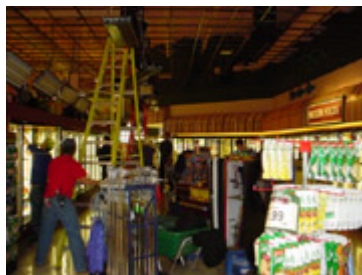
A school boy heckles his pregnant mother for being overweight before his parent-teacher interview. [Download MP3 708KB](#)

Thank You's

Hockey Canada Thank You List



Hockey Canada would like to thank the following people and companies that dedicated their time, energy and support to the game of hockey in Canada. By volunteering their expertise and services, the following people made the “Relax, It's just a game” campaign possible. Thanks for your support!



PALMER JARVIS

- Alan Russell
- Scott Keith
- Joseph Bonnici
- Daryl Gardiner
- Janice Crondahl
- Gayle Robson
- Tribal DDB Team
- Frank Palmer
- Rob Whittle
- Hugh Ruthven
- Bill Baker
- Rob Maclean/Debbie McDowell
- Martine Levy
- Christina Biluk
- PJ DDB/Benchmark Porter Novelli PR team

Palmer Jarvis DDB: www.pjddb.com

Production Partners for 'Relax, it's just a game' campaign:

- Untitled Films (James Davis, executive producer)
- Director: Tim Godsall
- DP: Darko Suvak
- Film crew (sound, locations, stylist...)
- Photographer: Anthony Redpath
- JMB Post Production
- Rainmaker
- Wayne Kozack Productions
- Wayne Kozack Audio

Locations

- IGA
- Meridian Golf Course in White Rock
- UBC Golf Course

Talent

All talent in the "Relax, it's just a game" print, radio and TV ads generously donated their time in support of this project and hockey in Canada. Thank you!

Media Partners (to date)

- TSN/RDS - official broadcaster of Hockey Canada
- National Post, CanWest Global Newspapers
- Rogers Video
- Vancouver Canucks, Calgary Flames, Edmonton Oilers, Toronto Maple Leafs, Ottawa Senators, Montreal Canadiens