



# NEWSLETTER

## NEWSLETTER #3 – 2024-2025

The Game Change Newsletter is an important communication tool from Hockey Canada aimed at advancing positive developments in minor hockey across the country and serving as a practical resource for local hockey associations by sharing impactful stories, educational tools and actionable ideas that encourage growth and inclusivity.

As a core component of the Game Change initiative, it highlights diverse perspectives, recognizes meaningful efforts and equips the hockey community with strategies to build a more accessible and welcoming sport. From players and coaches to parents and administrators, the newsletter empowers everyone to play a role in creating lasting change within Canadian hockey.

We'd also love to hear from you! If there are topics you'd like to see featured in an upcoming newsletter or Game Change spotlight, please reach out to us at [gr@hockeycanada.ca](mailto:gr@hockeycanada.ca).

---

## CELEBRATING OUR NATIONAL CHAMPIONS

Congratulations to the teams that won U18 national club championship!

### **Esso Cup**

Edmonton Jr. Oilers - Hockey Alberta

### **TELUS Cup**

Regina Pat Canadians - Hockey Saskatchewan



# TRANSFORMING THE FUTURE OF HOCKEY

[LEARN MORE](#)

Game Change is designed to empower local hockey associations with the tools, resources and support needed to grow their membership and create a welcoming, inclusive environment for players of all backgrounds.

In 2025, Game Change has featured three inspiring success stories. If you haven't watched the videos or downloaded the playbooks yet—what are you waiting for?

## Try Hockey with HEO

[WATCH VIDEO](#)[DOWNLOAD  
PLAYBOOK](#)

---

## Learning to skate in Stouffville

[WATCH VIDEO](#)[DOWNLOAD  
PLAYBOOK](#)

---

## Capital Region Female Minor Hockey Association increases participation

[WATCH VIDEO](#)[DOWNLOAD  
PLAYBOOK](#)



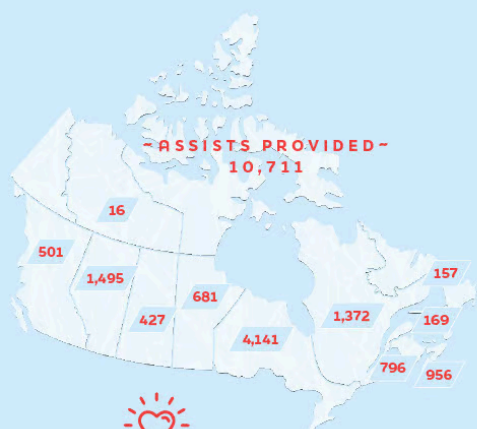
The **Hockey Canada Foundation Assist Fund** has wrapped up for another season, and we want to thank you for all your support and helping us get more kids in the game!

See some incredible recipient stories!

**LEARN MORE**

## When it's time to play, Canadian kids need an assist.

Born in 2020 in response to the financial strains many Canadian families were experiencing, the Hockey Canada Foundation Assist Fund provides registration-fee subsidies to help youth experience the power of play through Canada's game. Applications for funding have doubled since 2020 – proving that the need for assists is growing.



### Our Efforts

Working from coast to coast to coast with Hockey Canada's 13 Members, each season we distribute registration fee subsidies to thousands of families to help children stay in the game. **100% of all donations raised are distributed to communities in every Canadian province and territory.**





**10,711** families funded since 2020

**+\$4.5 million** distributed

**35%** of our funding received by Black, Indigenous and racialized youth

**Partners/Donations**

Our wonderful partners give game-changing assists to help Canadian kids access Canada's game.



**ASSIST FUND**

"THESE KIDS NEED OPPORTUNITY, AND WITHOUT THE ASSIST FUND, THEY WOULD NOT BE ABLE TO PLAY."  
— Heather, Hockey Parent, Winnipeg, MB




 **Join us in giving assists**

To learn more, support or donate, please [visit us online](#) or email us at [assistfund@hockeycanada.ca](mailto:assistfund@hockeycanada.ca)

Thanks to the **Assist Fund**, kids like Luka can continue pursuing their passion for hockey without interruption. His mother, Michelle, shares how an assist from the Hockey Canada Foundation has not only kept Luka on track with his hockey dreams, but has also had a lasting impact on his confidence and growth on and off the ice.

Luka's story is just one example of how your support is helping kids across Canada stay in the game, develop important life skills and create lasting memories through hockey.

**WATCH VIDEO**

For Assist Fund inquiries, please email [assistfund@hockeycanada.ca](mailto:assistfund@hockeycanada.ca).



# BEST PRACTICES

## WHAT IS A BEST PRACTICE?

Best practices are proven strategies that deliver positive results. In hockey, Hockey Canada Best Practices are research-informed approaches that support player development, safety, inclusion, and participation.

For local hockey associations, adopting these practices help lower barriers to entry, improve coaching, foster a welcoming environment and build a strong, inclusive hockey culture. By using these tools, LHAs can grow their membership, retain more players and create a lasting impact in their communities.

Here's an example of a best practice:



**Take-a-Shot – Brantford Community Hockey League**

**LEARN MORE**

---

## SUBMIT A BEST PRACTICE

Have a program that's making a difference in your hockey community? Use our submission form to share your story! Local hockey associations and Members can propose their innovative programs for potential inclusion in Game Change.



By sharing your successes, you can inspire other communities, gain national visibility and contribute to the growth and transformation of hockey across Canada.

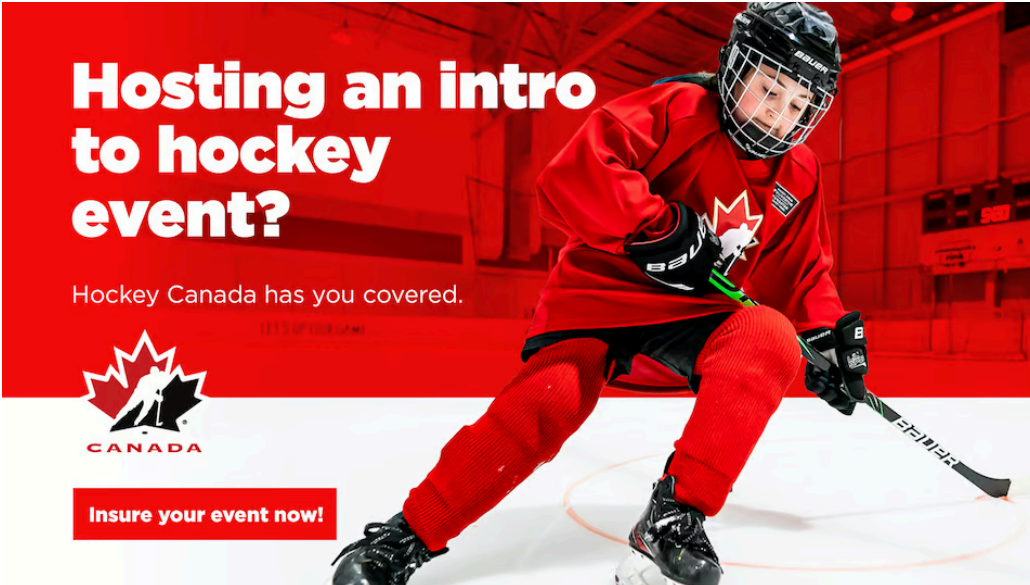
**SUBMIT FORM**

---

## **SIGN UP FOR THE NEWSLETTER**

Stay updated on the latest Game Change initiatives and success stories! Sign up for the Game Change Newsletter to receive inspiring content, program highlights, resources and exclusive updates directly in your inbox. Join our community of hockey enthusiasts and be part of the movement to make hockey more inclusive and impactful at every level.


**SIGN UP NOW**



**Hosting an intro  
to hockey  
event?**

Hockey Canada has you covered.

LET'S GET COVERED



**INSURE YOUR EVENT NOW!**

Pathway to Hockey programs, also known as Try Hockey programs, offer fun, safe and affordable introductory hockey experiences managed by local hockey associations to grow participation. These programs range from one-day events to comprehensive sessions teaching hockey fundamentals. The Pathway to Hockey Coverage allows associations to include unregistered children, ensuring broader access by adjusting insurance restrictions. Covered programs include off-ice training, floorball, street hockey, learn-to-skate and on-ice skills development, with insurance covering liability. Associations must apply for coverage, adhere to equipment and coaching requirements, and register participants through an HCR link. Approval is granted within 15 days by the respective Hockey Canada Member.

**APPLY NOW**

---

If you have any questions or require additional support, please don't hesitate to reach out at [gr@hockeycanada.ca](mailto:gr@hockeycanada.ca).



Hockey Canada  
Suite 201, 151 Canada Olympic Road SW  
Calgary, AB T3B 6B7  
Canada

[Update Email Preferences / Mettez à jour vos préférences](#) or/ou  
[Unsubscribe from Hockey Canada Emails / Se désabonner des courriels de Hockey Canada](#)