



December 6<sup>th</sup>, 2023

## **Request for December 13<sup>th</sup> Committee Appearance for July 25<sup>th</sup>, 2024 Event Permit**

- What:** The Second Annual Shoulder Check Showcase  
**When:** July, 25<sup>th</sup>, 2024  
**Where:** Terry Connors Ice Rink // Cove Island Park  
**Why:** Our second annual flagship event, working to Make Kindness and Contact Sport

### **Recapping last year**

Thanks to your support, our inaugural Shoulder Check Showcase was an incredible success.

With a capacity crowd in attendance, we were able to both demonstrate and share the power of peer-to-peer support, embodied by the simple gesture of a hand of a shoulder.



Prior to the on-ice event, the sun was shining and 2000 area residents were able to spend time with one another and take advantage of available concessions and activities, provided by local merchants along with NHL Clubs. 28 professional players were in attendance, every one of whom spent hours engaging with the fans, posing for photos and signing autographs.

20 media outlets were in attendance covering the event, six of which featured the event on their broadcasts that evening, helping drive further awareness for the event and the location. You can see some of the amazing press coverage [here on our site](#) as well as our [recap film here](#).





Since the event, our movement, encouraging young men and women to Reach Out, Check In and Make Contact with one another is building momentum literally across the nation. Youth hockey programs from Stamford to Seattle have hosted their own Shoulder Check games, where they make the commitment to check in on each other just like the pros and fans did August 3<sup>rd</sup> at Terry Connors. We've engaged NCAA programs as well as four NHL franchises and the NHL front office. And we have Shoulder Check moments planned through March already in partnership with corporations, schools, youth sports programs and professional leagues!

### **Learnings for 2024's Showcase**

With your approval and continued support, we'll use the blueprint from our launch event as the start point. In all honesty, we'll replicate 80% of what we did last year as it worked (like it really worked!). From the way partners were arranged outside the rink to the flow of attendees to the in-game experience, most of what we set out to do executed well and lead to positive outcomes across the board for all in attendance as well as for the players themselves, the media and our team. We also learned what parts of our plan can improve this time around from the experience.

Areas for improvement this year:

- Planning further out specifically with the Fire Department
- Earlier arrival on-site day of the event to make sure everything is set
- One additional tent set up on the side of the building (last year we had two), for players to get ready vs putting them in the locker room right beside all the fans - it was a little too much star power too close to all the fans

### **Building on last year's Showcase**

In addition to the great learnings we can apply for ourselves, we're also extremely fortunate our message is resonating, not only in the form of momentum for the initiative itself, but also in interest around the event itself.

Enhancements for this year:

- We're working to bring a youth hockey tournament to the area July 26<sup>th</sup> - 28<sup>th</sup> - with all games to be held at Terry Connors and Twin Rinks. These teams will be traveling to the area, staying locally and booking out otherwise idle ice slots for the weekend.

*Make  
Contact*



It's an incredible opportunity for us to extend the Should Check moment to each of those games (8 team boys field and 8 team girls field). These games will be held much as any other hockey game at these venues throughout the regular season, just with some additional signage at the rink, but we're not asking for any additional permitted support for the tournament (nothing outside the buildings or things of that nature)

- We're building a partnership with the newly launched PWHL (women's hockey league) directly, which will lead to the participation of some of the world's most elite women's players
- We're expecting support from more NHL clubs as well as more NHL players joining us

### **In Closing**

We're grateful for the opportunity to have launched our program at Terry Connors and we're eager to continue to build on the event's success as a tradition fans of both the game and the message can look forward to and be proud to support.

And we're eager to continue to build it together with your support and sharing more with you on December 13th.

Thank you.

The Shoulder Check Team

