



Bulletin d'information

Direction générale
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Hockey Canada launches Club Hockey Canada



As the 2012-13 hockey season gets off the ground Hockey Canada and Hockey Quebec want to wish you a fantastic hockey season and provide you some information on a great new program. Below you will find a brief summary of how Hockey Canada would like you to be involved.

What is Club Hockey Canada?

Club Hockey Canada is a program developed by Hockey Canada - with the support of our partner branches - to provide added value to registered hockey players, their parents, coaches and officials. Our ultimate goal is to make the game more accessible to all Canadians by providing program members with exclusive money saving benefits and an online store where members can make everyday purchases and a portion of every dollar spent can be banked and used to help lower the cost of hockey.

Hockey is Canada's game and it is important to all of us. We want this program to be a big part of our players and their families' lives. We want to inspire and reward those who share our love for the game and have invested in the sport. Hockey Canada has made significant investments in this program and we need your support to reinforce *Club Hockey Canada* and to make this program a huge success.

Club Hockey Canada Support from Associations

Association Executives, Managers and Coaches are uniquely positioned with direct access to players and parents and for that reason we would like you to assist us in spreading the message and communicating the benefits of Club Hockey Canada. We are going to be mailing a welcome kit and membership card to approximately 1.4 million players and parents, coaches and officials through the early november to the mid-november, beginning on November 3, 2012. The main message and call-to-action for those who receive a package is to **activate their cards** online at www.clubhockeycanada.ca – plain and simple. **Card activation is necessary to take advantage of all of the program's benefits.**

Naturally, players and parents will have questions and you can direct them to www.clubhockeycanada.ca to get answers. We have also established a *Club Hockey Canada* Member Support Centre that can be reached via email at support@clubhockeycanada.ca.

At launch please assist in spreading the message to coaches, players and parents that they should expect their membership cards around the middle of October and to make sure to go online to www.clubhockeycanada.ca to **activate** them.

Best regards,

General Director,

Sylvain B. Lalonde