



“10 COUNTRIES IN 10 DAYS” WORLD TOUR CELEBRATES NHLPA GOALS & DREAMS 10th ANNIVERSARY

***NHLPA Goals & Dreams to donate more than \$125,000 worth of hockey equipment
...CBC’s Hockey Night in Canada to produce one-hour TV show on world tour***

TORONTO (October 13, 2009) – The National Hockey League Players’ Association (NHLPA) announced today that the NHLPA *Goals & Dreams* fund will celebrate its 10th anniversary this November by embarking on a “10 countries in 10 days” world tour, donating \$125,000 worth of hockey equipment to grassroots hockey programs along the way.

NHLPA *Goals & Dreams* Ambassadors are embarking on an ambitious, yet extremely meaningful journey to visit “10 countries in 10 days”, beginning in Ornskoldsvik, Sweden on November 13th and making stops in Finland, Russia, Latvia, Czech Republic, Slovakia, Bosnia, Germany, the United States, and concluding in Toronto, Canada on November 22nd.

“This initiative is all about giving back, which is why we are continuing to donate even more equipment to kids who need our help during this one-of-a-kind tour,” said NHLPA *Goals & Dreams* Ambassador and former NHL player Rob Zamuner. “NHLPA members are very proud of the NHLPA *Goals & Dreams* program, now in its 10th year. We are looking forward to spreading the word so more children can pick up a stick and play the great game of hockey.”

Zamuner, along with fellow NHLPA *Goals & Dreams* Ambassador and former NHL player P.J. Stock, will join NHLPA *Goals & Dreams* Chairman, Devin Smith and Program Manager, Matt Langen for the full “10 countries in 10 days” world tour.

During the world tour, NHLPA *Goals & Dreams* will donate 25 sets of brand-new hockey equipment to a local grassroots hockey program in each country that is visited, for a total of 250 complete sets, worth approximately \$125,000. In most locations, a retired NHL player from each of the 10 destination countries will also participate in the festivities taking place in his native country, including: Pavel Bure, Arturs Irbe, Jyrki Lumme, Jaroslav Modry, Markus Naslund, Martin Rucinsky, Martin Straka, Esa Tikkanen and more.

“I’m thrilled that NHLPA *Goals & Dreams* is kicking off the world tour in Ornskoldsvik,” says former NHL All-Star Markus Naslund, who has been actively involved in NHLPA *Goals & Dreams* for several years and will also be joining the tour for stops in Helsinki and Moscow, in addition to the first stop in his hometown in Sweden. “This tour is a great example of how NHLPA *Goals & Dreams* helps develop grassroots hockey programs in my home country of Sweden, and all around the world.”

“It’s an honour to represent CBC’s Hockey Night in Canada and NHLPA Goals & Dreams on this world tour,” said P.J. Stock, studio analyst, CBC’s Hockey Night in Canada. “This program is truly impressive, and our unique broadcast will showcase the generosity that NHL players have exhibited for the past decade.”

CBC's Hockey Night in Canada is sending a film crew to document the entire trip and produce a one-hour television special, to be aired in December, which will capture the key elements and spirit of the tour.

"CBC's Hockey Night in Canada supports the greatest athletes in the world and their efforts to give back to the game," said Sherali Najak, executive producer, CBC's Hockey Night in Canada. "It's important that people know how much these players care about community and work to grow the sport. We are looking forward to capturing this amazing race of 10 countries in 10 days."

After travelling a total distance of 19,603 kilometers, the tour will conclude with a celebration at the Hockey Hall of Fame in Toronto on Sunday, November 22nd, the site where NHLPA *Goals & Dreams* was first launched 10 years ago. NHL Alumni, players from the Toronto Maple Leafs and New York Islanders, and children who are receiving equipment from their hockey heroes will attend the wrap-up event.

NHLPA GOALS & DREAMS "10 COUNTRIES IN 10 DAYS" WORLD TOUR:

<u>Day</u>	<u>Date</u>	<u>Location</u>	<u>NHL Player(s)</u>
1	Fri Nov. 13 th	Ornskoldsvik, Sweden	Zamuner, Stock, Naslund
2	Sat Nov.14 th	Helsinki, Finland	Zamuner, Stock, Lumme, Naslund
3	Sun Nov.15 th	Moscow, Russia	Zamuner, Stock, Bure, Naslund
4	Mon Nov.16 th	Riga, Latvia	Zamuner, Stock, Irbe
5	Tues Nov.17 th	Prague, Czech Republic	Zamuner, Stock, Modry, Rucinsky, Straka
6	Wed Nov.18 th	Trnava, Slovakia	Zamuner, Stock, TBD
7	Thur Nov.19 th	Sarajevo, Bosnia	Zamuner, Stock, TBD
8	Fri Nov.20 th	Frankfurt, Germany	Zamuner, Stock, TBD
9	Sat Nov.21 st	New York, USA	Zamuner, TBD
10	Sun Nov.22 nd	Toronto, Canada	Zamuner, Stock, Islanders, Leafs

About NHLPA Goals & Dreams:

In 1999, the National Hockey League Players' Association (NHLPA) launched the NHLPA Goals & Dreams fund as a way for the players to give something back to the game they love. Over the past 10 years, more than 350 former and current NHLPA members have been personally involved in helping facilitate NHLPA Goals & Dreams donations in either their hometown or their NHL playing cities. The players' program has donated full sets of hockey equipment to more than 13,000 economically disadvantaged children and assisted with upgrades and the building of hundreds of arenas, in 21 countries world-wide. Most donated hockey equipment is re-used by the recipients, which has furthered the cause and provided more than 40,000 children with the opportunity to play the great sport of hockey. The NHLPA Goals & Dreams fund is funded solely by the members of the NHLPA and is the largest grassroots hockey program in the world.

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For more details on the "10 countries in 10 days" world tour, log-on to www.nhlpa.com/10in10. To set up an interview with an NHLPA *Goals & Dreams* Ambassador, please contact:

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