



MEDIA ADVISORY:

**10 COUNTRIES IN 10 DAYS: NHLPA GOALS & DREAMS TOUR ARRIVES IN SWEDEN,
KICKING OFF WHIRLWIND TOUR TO GIVE BACK TO GRASSROOTS HOCKEY
...NHLPA Goals & Dreams to donate \$180,000 worth of hockey equipment throughout tour**

TORONTO (November 13, 2009) – The National Hockey League Players' Association (NHLPA) *Goals & Dreams* team arrives in Ornskoldsvik, Sweden today to kick off its "10 countries in 10 days" world tour. Travelling to 10 countries over the next 10 days, the NHLPA *Goals & Dreams* tour will donate over 360 full sets of brand-new hockey equipment worth approximately \$180,000 to local grassroots hockey programs along the way to celebrate the program's 10th anniversary.

Visit www.nhlpa.com/10in10 for daily blog postings, photos, and videos from the team, while on tour

WHAT: NHLPA representatives – including several former NHL players – will visit "10 countries in 10 days" to celebrate the 10th anniversary of the NHLPA *Goals & Dreams* fund. During the world tour, NHLPA *Goals & Dreams* will donate several sets of brand-new hockey equipment to a local grassroots hockey program in each country visited, for a total of 360 complete sets, worth approximately \$180,000.

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, Zdeno Ciger, Adam Graves, Arturs Irbe, Jyrki Lumme, Jaroslav Modry, Markus Naslund, Martin Rucinsky, Martin Straka, Esa Tikkanen, John Vanbiesbrouck, Kevin Weekes** and more.

WHO: Team members for the entire 10-day tour include:

Rob Zamuner, former NHL player and NHLPA *Goals & Dreams* Ambassador
P.J. Stock, former NHL player and NHLPA *Goals & Dreams* Ambassador
Devin Smith, NHLPA *Goals & Dreams* Chairman
Matt Langen, NHLPA *Goals & Dreams* Manager

Interview Opportunities: Tour members, as well as other NHL players and former players participating in tour activities, will be available for interviews during and after the tour.

WHEN & WHERE: The "10 countries in 10 days" tour schedule is as follows:

Day 1: November 13 – Ornskoldsvik, Sweden
Day 2: November 14 – Helsinki, Finland
Day 3: November 15 – Moscow, Russia
Day 4: November 16 – Riga, Latvia
Day 5: November 17 – Prague, Czech Republic
Day 6: November 18 – Trnava, Slovakia
Day 7: November 19 – Sarajevo, Bosnia
Day 8: November 20 – Frankfurt, Germany
Day 9: November 21 – New York, U.S.A.
Day 10: November 22 – Toronto, Canada (celebration at the Hockey Hall of Fame)

The NHLPA *Goals & Dreams* fund is funded solely by the members of the NHLPA and is the largest grassroots hockey program in the world. Since November 1999, the players' program has donated more than \$17 million to grassroots hockey programs in 22 different countries. More than 40,000 children have benefited from the hockey equipment donations through NHLPA *Goals & Dreams*.

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For more details on the "10 countries in 10 days" world tour, or to set up an interview with an NHLPA Goals & Dreams Ambassador, please contact:

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