



October 1, 2008

NHLPA AND NHL CELEBRATE HOCKEY FIGHTS CANCER AWARENESS MONTH
October Initiative Will See Involvement by Entire Hockey Family

NEW YORK / TORONTO – To celebrate the start of the 2008-09 season, the National Hockey League (NHL) and the National Hockey League Players' Association (NHLPA) will host their annual *Hockey Fights Cancer Awareness Month* in October. The league-wide initiative includes numerous activities that involve all 30 clubs, players, management and fans, as well as the creation of *Hockey Fights Cancer*-themed merchandise, all with the goal of raising awareness and funds for this important cause.

During October, each NHL club will host a *Hockey Fights Cancer Awareness Night* in its arena. Clubs will team with local and national cancer organizations to promote cancer awareness and raise funds for hockey's most important fight. Clubs will hold on-ice presentations, 50/50 raffles, promotional giveaways, contests and discount ticket offers. Tickets and arena suites will be donated to Children's Hospitals and cancer-affiliated programs, and young patients will be involved with in-game opportunities including rides on the ice resurfacer, puck-drops, radio booth visits and player meet-and-greets. There also will be on-line, live and silent auctions of signed items, including helmets, sticks, jerseys and other team merchandise. Several clubs will continue to promote awareness by participating in local hospital visits and fundraising runs and walks.

Lavender, which represents awareness for all cancers, is the designated color for this year's initiative and will be worn by the hockey community throughout October. Members of the hockey family, including NHL coaches, broadcasters and team personnel, will wear a commemorative *Hockey Fights Cancer* tie at games in October. The lavender tie features blue and pink stripes and an embroidered *Hockey Fights Cancer* logo. Also, in support of this initiative, all NHL players will wear a *Hockey Fights Cancer* decal on their helmets during all regular-season games in October.

Additional one-of-a-kind apparel has been created to support *Hockey Fights Cancer*, including a lavender ladies' scarf, which features a hockey stick pattern throughout and the *Hockey Fights Cancer* logo at two ends. Ladies' and men's *Hockey Fights Cancer* team-specific caps also will be available. The ladies' lavender garment-washed cap, designed by New Era, features a team logo on the front and an embroidered *Hockey Fights Cancer* logo on the side. The men's cap is Reebok's official 2008-09 Draft Day cap with the *Hockey Fights Cancer* embroidered patch on the side.

To further promote this initiative, the NHLPA and the NHL, together with Getty Images, NHL Images and Greystone Books, will publish *Reflections 2008 - The NHL Hockey Year In Photographs*. The second of an annual visual celebration, the book chronicles the highlights and candid, behind-the-scenes images from the 2007-08 NHL season. Copies of the book, autographed by team captains, will be auctioned on nhlpa.com and nhl.com in October.

Hockey fans will be able to purchase the commemorative tie, scarf, caps and book at shop.nhl.com, team stores and the *NHL Powered by Reebok* store in New York City. A portion of the proceeds will benefit *Hockey Fights Cancer*.

"Last year we passed the \$10-million milestone for money raised for cancer research through Hockey Fights Cancer," said Bernadette Mansur, Executive Director of the NHL Foundation. "We thank everyone in the NHL family for their generosity and we will continue to raise money and awareness for this important fight."

"Each season, through Hockey Fights Cancer, the hockey community increases efforts to build awareness of a disease that has affected us all," said Devin Smith, NHLPA Director, Marketing & Community Relations. "October signifies the dedication that Players, clubs and fans have to find a cure in hockey's greatest fight."

About Hockey Fights Cancer

Hockey Fights Cancer is a joint charitable initiative founded in December 1998 by the National Hockey League and National Hockey League Players' Association. It is supported by players, NHL member clubs, NHL alumni, the NHL

Officials' Association, professional hockey athletic trainers and equipment managers, corporate marketing partners, broadcast partners and fans throughout North America. The goal of *Hockey Fights Cancer* is to raise money and awareness for national and local organizations involved in cancer care and research. To date, *Hockey Fights Cancer* has raised more than \$10 million.

Photos of several players wearing Hockey Fights Cancer ties and caps are available to the media on-line through the NHL and Getty Images on www.Image.net. Media will not be charged an editorial usage fee for images available on Image.net. Media who do not already have access to Image.net should complete the registration form (click on "sports" in the 'subjects you cover' area). The NHL page can be found under the 'sports' tab on the Image.net Web site.

Below is a schedule of Hockey Fights Cancer Awareness Nights:

October 13

Montreal @ **PHILADELPHIA**

October 19

Carolina @ **ANAHEIM**

October 27

Boston @ **EDMONTON**

October 14

Columbus @ **SAN JOSE**

October 20

Colorado @ **LOS ANGELES** Boston @ **VANCOUVER**

October 28

October 16

Vancouver @ **DETROIT**

October 21

Anaheim @ **TORONTO**

October 30

Tampa @ **BUFFALO**

October 17

Edmonton @ **CALGARY**

Montreal @ **MINNESOTA**

Toronto @ **NY RANGERS**

Pittsburgh @ **PHOENIX**

Phoenix @ **OTTAWA**

October 22

Edmonton @ **CHICAGO**

November 1

Chicago @ **COLUMBUS**

October 18

Buffalo @ **ATLANTA**

NY Islanders @ **FLORIDA**

Toronto @ **PITTSBURGH**

Philadelphia @ **SAN JOSE**

Chicago @ **ST. LOUIS**

New Jersey @ **WASHINGTON**

Boston @ **OTTAWA (potential)**

October 23

Toronto @ **BOSTON**

Dallas @ **NY ISLANDERS**

November 2

Toronto @ **CAROLINA**

October 25

Washington @ **DALLAS**

Anaheim @ **MONTREAL**

Los Angeles @ **NASHVILLE**

Florida @ **ST. LOUIS**

San Jose @ **TAMPA BAY**

Buffalo @ **COLORADO**

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