



A unique introductory program created by Bauer Hockey and Hockey Canada to get more families introduced to hockey, the Canadian Tire First Shift provides kids **ages 6-10** an opportunity to easily try hockey for **\$199**, which includes a six-week on-ice trial, expertly fitted head-to-toe **BAUER** equipment, and in-depth parent education.

Following the **six-week on-ice sessions**, participants have the option of improving their skills via the minor hockey association-managed Transition Program or in some communities, the minor hockey association can place Canadian Tire First Shift graduates on to a minor hockey team.

### What are the goals of the Canadian Tire First Shift program?

- Ensure a positive experience for new-to-hockey families.
- Grow minor hockey association base.
- Create opportunity for kids in and around minor hockey associations.
- Work with the national governing body and iconic Canadian brands invested in youth development.
- Be leaders in minor sports.
- Offer the game in a different way with support of Hockey Canada.



# THE CANADIAN TIRE FIRST SHIFT PROGRAM AIMS TO MAKE HOCKEY:

## ACCESSIBLE FUN

Open to all children between the ages of 6 and 10 years old that have never previously been registered in minor hockey. On-ice sessions on same day of the week, same time, same arena.

## AFFORDABLE

**\$199** for a full set of **BAUER** gear and **six on-ice trial sessions**.

**SAFE** Proper-sized BAUER gear fitted by Canadian Tire First Shift fit experts and Hockey Canada-provided insurance.

Hockey Canada on-ice curriculum focussed on fun games to ensure participants enjoy a full range of hockey experiences. A 1:4 ratio of instructors to skaters. Stimulate a desire for continued participation in hockey. Welcome families into the minor hockey association family and community. Possibility of running all-girls program to promote female hockey.

## PROGRAM STATS

**433**

PROGRAMS SINCE FALL 2014

**16,000+**

PARTICIPANTS SINCE FALL 2014

More than **30%** of participants have already transitioned into local minor hockey association, while many others are improving their skills in the Transition Program.

**30**

ALL-FEMALE PROGRAMS TO DATE

**30%**

OF PARTICIPANTS ARE FEMALE

**100% OF PARTICIPANTS HAD FUN!**



## PROGRAM SUPPORT

- Flexible program offering to suit your minor hockey association and community needs.
- Bauer support with logistics, shipments and equipment.
- Interactive website contains all the information and dates regarding the program.
- Hockey Canada support for any questions related to hosting, insurance, on-ice curriculum and next steps into minor hockey.
- Equipment package for your coaches including: track suit, gloves, stick and helmet.
- Online management portal, enabling hosts to view all aspects of their program and registration in real time.
- National promotional campaign, including three ambassadors – Mark Messier, Marie-Philip Poulin and Jonathan Toews.

*“The Canadian Tire First Shift program has taken the country by storm; the evolution of this program is unprecedented as it continues to realize enrolment at an amazing pace, and an even more impressive level of excitement for this unique hockey experience.”*

*Tom Renney,  
chief executive officer, Hockey Canada*

Information on hosting a Canadian Tire First Shift program

**FirstShift.ca**  
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