

Zachary Deacon meets with Bobby Orr and Cassie Campbell

Eight year old Zachary Deaken from Grand Valley was one of 100 lucky young hockey players to join Bobby Orr and Cassie Campbell in promising to uphold the values of respect and responsibility in minor hockey at the Chevrolet Safe & Fun Hockey Festival held at General Motors Centre this past weekend.

Oshawa was the final stop of a four city tour across Canada in 2008.

Bobby Orr & Cassie Campbell Make Promise to Minor Hockey Community Hockey legends challenge Canadians to commit to respect & responsibility

OSHAWA, ON (November 29, 2008) –Bobby Orr and Cassie Campbell issued a challenge to all Canadian minor hockey players, parents, coaches and officials: to join them in promising to uphold the values of respect and responsibility in minor hockey.

The Chevrolet Safe & Fun Hockey program took place in Oshawa with Orr and Campbell at the General Motors Centre with one hundred 5 to 8 year old girls and boys from across the province. These youngsters were selected through a random draw and will receive on-ice and off-ice lessons from the hockey legends.

The program is conducted in partnership with Hockey Canada and focuses on skill development, drills, games and safety instruction.

“The Festival is being held to stress to parents, coaches and players the values of respect and responsibility and that positive attitudes towards healthy competition, teamwork, and fairplay are just as important to youngsters as the development of hockey skills.” said Fred Lautenschlager, Manager of sponsorship and promotions, GM of Canada.

“GM Canada and its network of Chevrolet Dealers encourage all Canadians associated with minor hockey to make a commitment to respect and responsibility in our nation’s game.”

Hockey legend Bobby Orr explains, “I’m worried that many young players never get to experience the pure enjoyment of the game. They are pressured by parents, by coaches, and each other. As parents, coaches, and teammates it is our responsibility to ensure that everyone leaves the arena with a positive experience to bring them back.”

“This program is designed to promote values such as respect and responsibility both on and off the ice at an age where we can leave a lasting impression. And the results speak for themselves. Kids are learning hockey skills, and having fun doing it!” concluded Orr.



Cassie Campbell is the heroine of Canadian sport and has take part in three Winter Olympic Games winning gold (2006 & 2002) and silver (1998). “I believe it is important for every player to have access to the best program in the world for developing values like respect & responsibility while having fun.

This program sets the foundation for future hockey enjoyment for parents and players.” stated Campbell.

Since 1999, over 45,000 children ages five to nine have attended Chevrolet Safe & Fun clinics, and more than 400,000 parenting manuals have been distributed to hockey parents.

The Chevrolet Safe & Fun Hockey program was created by Bobby Orr and General Motors in 1999 to instill the values of respect and responsibility in hockey through on- and off-ice activities.

There are four Chevrolet Safe & Fun Hockey Festivals scheduled across Canada this year.

For more information on the Chevrolet Safe & Fun Hockey program or to order Chevrolet Safe & Fun “Parents Approach” materials call  1-800-GM DRIVE  or visit www.safeandfunhockey.ca.

GM Canada has a longstanding history of supporting amateur sports across the country and developing athletes of all levels. GM has an overarching philosophy that includes its support of initiatives such as the Chevrolet Safe and Fun Hockey program, an ongoing effort to foster the values of respect and responsibility in young players and their parents.

GM Canada is also the official sponsor and exclusive vehicle provider for the nation’s premier developmental alpine racing series – the Pontiac GMC Cup –supporting elite amateur ski racers in Canada for more than 35 years.

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