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Wednesday Night Blues

Bobby Orr's Chevrolet Safe and Fun Hockey Program this weekend

By SooToday Staff
SooToday.com
Wednesday, June 09, 2010



NEWS RELEASE

CHEVROLET SAFE AND FUN HOCKEY

Bobby Orr Makes Promise to Minor Hockey Community

Hockey legend challenges Canadians to commit to respect and responsibility in minor hockey

Sault Ste. Marie, ON (June 8, 2010) - Bobby Orr has issued a challenge to all Canadian minor hockey players, parents, coaches and officials: to join him in promising to uphold the values of respect and responsibility in minor hockey.

The Chevrolet Safe & Fun Hockey program will take place at the John Rhodes Community Centre in Sault Ste. Marie, ON with Hall of Famer, Bobby Orr. A group of one hundred 5 - 8 year old girls and boys from Ontario were selected through a random draw and will receive on-ice and off-ice lessons on June 12, 2010.

"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.

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"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.

Since 1999, over 60,000 children age's five to eight have attended Chevrolet Safe & Fun clinics and more than 450,000 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 visit www.chevrolethockey.ca.