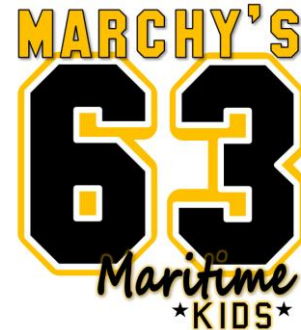




For Immediate Release:
January 28, 2019
Halifax NS

Today, Maritime NHL'ers for Kids and Stanley Cup winner Brad Marchand introduced a NEW program as part of the Event's 20th Anniversary celebrations. The program will help young boys and girls in the Maritimes get on the ice. "**Marchy's Maritime Kids**" will see Brad donate \$100 for every goal he scores this season. The donation will be made directly to Jumpstart, the official charity of Maritime NHL'ers for Kids. The program also includes "**Match Marchy**", an invitation from Brad for the Event's supporters to also contribute to the fund, thereby helping even more kids get on the ice



Event co-founder, Dallas Stars record-setting coach Rick Bowness said, *"We are delighted Brad is bringing Marchy's Maritime Kids to life. As we all know, he's a proud Maritimer who fully understands the financial challenges families face with the increasing costs of playing minor hockey. We thank Brad for his unselfishness and his commitment to helping kids get on the ice."*

Marchand, a Nova Scotian from Hammonds Plains said, *"Helping kids play minor hockey is important to me. I'm pleased and proud to do my small part to help ease the financial burdens many families face. Here's hoping I fill the net...!"*

About Maritime NHL'ers For Kids

- Founded in 2000, Maritime NHL'ers for Kids is a celebrity fundraising golf event with a goal to help ease the social and financial burdens preventing young boys and girls from pursuing their hockey dreams in NS-NB-PEI.
- More than 5,000 kids have directly benefited financially through a partnership with Jumpstart. Adding to the financial assistance is an equipment partnership with the NHLPA's Goals & Dreams Program.
- In the Event's first 19 years, over 600 hockey and sport celebrities have personally supported this cause.
- Through partnerships with Co-Sponsors Canadian Tire and Scotiabank, Maritime NHL'ers for Kids also receives significant support. Both partners are iconic Canadian businesses with deep roots in hockey.

-30-

Media Contacts:

Chris Larsen, Maritime NHL'ers for Kids
chris@seatlantic.ca
902.478.3624