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RE-LAUNCH OF THE INITIATION PROGRAM

A Mandate to Ensure the First Hockey Experience is Rewarding and FUN

BC Hockey is partnering with Hockey Canada to re-launch the successful Initiation Program across all BC and Yukon Minor Hockey Associations (MHAs). Designed by Hockey Canada, the revised Initiation Program was recently presented at the 2016 BC Hockey Annual General Meeting (AGM) and received with great enthusiasm.

Inspired by the commitment to ensure that the foundation of a hockey player's experience is rewarding, BC Hockey went on a deliberate fact-finding mission and has established a mandate for cross-ice hockey through the Initiation Program for all pre-Atom teams (Initiation, Novice, Tyke, and U5-8 teams).

"We are committed to making sure every child that steps on the ice has a rewarding and positive experience," said BC Hockey Chair of the Board, Randy Henderson. "The Initiation Program is designed to provide just that and ensure that players have fun, enjoy their time on the ice and want to continue to come back to play."

"We are thrilled to re-launch this program along with Hockey Canada," said BC Hockey Chief Executive Officer, Barry Petrachenko. "This is the greatest development program in the world, and the focus on cross ice programming at these levels clarifies our commitment to an enhanced, standardized player experience by placing development and enjoyment of the game at the forefront."

"We are working closely with Hockey Canada to develop resources that will be readily available to all MHAs and teams," added Petrachenko. "These resources will be designed to ensure Associations, coaches and parents are equipped to confidently take advantage of the Program. The overall value of the Initiation Program is the effect it will have on the development of players, especially at this age level."

In the near future, additional information will be released about what this change means for Associations, coaches and hockey playing families. Initially, BC Hockey will be offering resources and plans to help Associations inform parents and facilities. Supplementary resources may be developed in response to feedback about the Program.

Watch out for further email communication and social media posts from BC Hockey about the Initiation Program. In addition, the BC Hockey website will soon host comprehensive information on the Program.

For more information about BC Hockey, please visit the BC Hockey website at www.bchockey.net or email info@bchockey.net or follow along through social media at www.facebook.com/BC HockeySource, www.twitter.com/BC Hockey Source, www.youtube.com/BC HockeySource or www.instagram.com/BC HockeySource.

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