



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 aged **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 brand 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.

o Hockey Canada support for any questions related to hosting, insurance, on-ice curriculum and next steps into minor hockey.

o Equipment package for your coaches including: track suit, gloves, stick and helmet.

o Online management portal, enabling hosts to view all aspects of their program and registration in real time.

o 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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