

## **NHL® ALUMNI TO RALLY IN TORONTO FOR 2013 SCOTIABANK PRO-AM FOR ALZHEIMER'S**

### **Theo Fleury and Marcel Dionne join 2013 NHL® alumni roster**

**Toronto, ON (March 19, 2013)** – Hockey fans in Toronto will be excited to learn that the 2013 Scotiabank Pro-Am for Alzheimer's has added even more talent to its already impressive roster. With legendary NHL® greats Curtis Joseph, Wendel Clarke, Doug Gilmour, Gary Roberts, Marty McSorley, Paul Coffey, Gary Leeman, Dennis Maruk, Mike Krushelnyski, Tom Gilbert, Mark Napier, Kevin Maguire and Dave McLlwain already onboard, announced today were celebrated NHL® alumni **Marcel Dionne, Theo Fleury** and **Tim Taylor**. Eager to join the fight against Alzheimer's, these hockey legends will be lacing up May 2-4 at York University's Canlan Ice Sports to participate in the 8<sup>th</sup> annual tournament for the first time.

"This is shaping up to be our most exciting tournament yet," said Danny McNair, Events Manager, The Baycrest Foundation. "The Toronto community has always been overwhelmingly supportive of this event, and we couldn't be more appreciative. With our incredible roster this year, Toronto hockey fans are in for an unforgettable weekend."

"To receive such a warm welcome for my first year in Toronto is pretty incredible," said Theo Fleury, NHL® alumnus. "Being able to do what I love in support of such an amazing cause makes me feel very lucky and I'm definitely looking forward to the tournament."

The Scotiabank Pro-Am for Alzheimer's is a unique fundraising initiative that provides amateur hockey players the opportunity to play alongside NHL® alumni while raising crucial funds in support of Alzheimer's research, education and care at Baycrest Health Sciences. To participate, teams must raise a minimum of \$25,000. NHL® alumni are then drafted for the tournament based on a team's total amount raised.

"Scotiabank is delighted to be involved in an event that gives hockey lovers an amazing opportunity to play the game with some of hockey's biggest stars while raising funds for a cause that impacts so many people and their families," said Rob Mattacott, Scotiabank's District Vice President, Toronto Region. "Scotiabank Pro-Am for Alzheimers is such a special event for us because we get to bring our love of hockey together with our commitment to giving back to the community."

With more than \$20 million raised in its 8-year history, the weekend-long tournament secures critical funds for Alzheimer's research at Baycrest, a global leader in developing and providing innovations in aging brain health. An academic health science center fully affiliated with the University of Toronto, Baycrest is at the forefront of cognitive neuroscience research aimed at preventing and controlling brain-related illnesses. The tournament is directly supported by Gordie Howe, who has been deeply involved in the fight against Alzheimer's since losing wife Colleen in 2009 to Pick's disease, a form of dementia.

.../more

For more information on the 2013 Scotiabank Pro-Am for Alzheimer's, to register a team or for a full list of participating NHL® alumni please visit [scotiabankproam.com](http://scotiabankproam.com).

### **About the Scotiabank Pro-Am for Alzheimer's**

Established in 2006, the Scotiabank Pro-Am for Alzheimer's is an innovative charitable hockey tournament that supports care and research in Alzheimer's and related dementias. Taking place in Toronto, May 2-4, the three-day hockey experience allows amateur hockey players the opportunity to play with and against a host of NHL® alumni. To date, the Scotiabank Pro-Am for Alzheimer's has raised more than \$20 million for Alzheimer's care and research at Baycrest Health Sciences – a global leader in developing and providing innovations in aging and brain health. Follow the excitement on Twitter at @[ScotiabankProAm](https://twitter.com/ScotiabankProAm) (#scotiaproam) and on Facebook at [Facebook.com/ScotiabankProAm](https://Facebook.com/ScotiabankProAm) or visit [scotiabankproam.com](http://scotiabankproam.com) to register.

### **About Baycrest Health Sciences**

Baycrest is a global leader in developing and providing innovations in aging brain health. Headquartered on a 22-acre campus in Toronto and fully affiliated with the University of Toronto, Baycrest provides care to more than 2,500 frail and active seniors every day in outpatient and inpatient programs and residential settings. Baycrest's Centre for Memory and Neurotherapeutics offers clinical and educational programs for memory, dementia and related disorders. Baycrest's Rotman Research Institute is one of the top five brain institutes in the world, leading groundbreaking research to understand the mechanisms of memory and executive functions of the brain, in normal aging and in the presence of dementia, Alzheimer's, stroke and other conditions and diseases. For more information visit [Baycrest.org](http://Baycrest.org).

### **About Scotiabank**

Scotiabank is the Official Bank of the NHL®, NHL Alumni™, CWHL, Winnipeg Jets™, Toronto Maple Leafs®, Calgary Flames® whose home arena is the Scotiabank Saddledome, and the Ottawa Senators® whose home arena is Scotiabank Place. The Bank also has a partnership with the Montreal Canadiens®. Scotiabank has a long tradition of supporting hockey in Canada from local teams and minor hockey associations to professional players and leagues. Across Canadian communities from coast to coast, Scotiabank's Community Hockey Sponsorship Program reaches out to more than 4,500 minor hockey teams. To find out more about Scotiabank's hockey programs, please visit [www.facebook.com/scotiahockeyclub](http://www.facebook.com/scotiahockeyclub).

Scotiabank is committed to supporting the communities in which we live and work, both in Canada and abroad, through our global philanthropic program, 'Bright Future'. Recognized as a leader internationally and among Canadian corporations for our charitable donations and philanthropic activities, Scotiabank has provided on average approximately \$47 million annually to community causes around the world over each of the last five years. Visit us at [www.scotiabank.com](http://www.scotiabank.com).