



2014 TORONTO

SCOTIABANK BAYCREST PRO-AM

HELP US "STICK IT TO ALZHEIMER'S!"

Media Advisory

Celebrity coach Sam Roberts leads teams of NHL alumni in a classic match-up to launch 2014 Scotiabank Baycrest Pro-Am

Baycrest brings the excitement back to Toronto with the return of Canada's largest pro-am hockey tournament for the ninth year.

WHAT: Join **Baycrest Health Sciences** as it officially launches the 2014 Scotiabank Baycrest Pro-Am with a star-studded game coached by **Sam Roberts** at Nathan Phillips Square on Friday, January 24. With a roster of Maple Leaf alumni taking on former foes from rival teams, this game will be one for the record books. Be there as **Wendel Clark** takes on **Mark Napier** and catch a perfect winter classic moment as the alumni join Torontonians for a lunch-hour skate on the city's favourite rink.

This event is the official kick-off of the ninth annual Scotiabank Baycrest Pro-Am, taking place in Toronto May 1 -3, 2014. The largest charity hockey tournament of its kind, the Scotiabank Baycrest Pro-Am has raised more than \$23 million for Alzheimer's research.

WHEN: Friday, January 24, 2014
11:30 a.m. Media arrival/mix and mingle with NHL alumni
12:00 p.m. Introduction and speeches
12:30 p.m. Shinny game
1:00 p.m. Photographs of coaches and teams
1:30 p.m. Public skate with NHL alumni

WHERE: Nathan Phillips Square, New City Hall
100 Queen St W, Toronto, ON

WHO: **Wendel Clark**, NHL alumni
Todd Warriner, NHL alumni
Dennis Maruk, NHL alumni
Mike Krushelnyski, NHL alumni
Rob Pearson, NHL alumni
Gilbert Dionne, NHL alumni
Sam Roberts, Sam Roberts Band

Kevin Maguire, President, Toronto Maple Leafs Alumni Association
Mark Napier, Executive Director, NHL Alumni Association
Garry Foster, Interim President Baycrest Foundation
Scotiabank Representative



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Media Advisory, continued

MEDIA OPPORTUNITIES: Opportunity for photos and interviews following the ceremony.

About the Scotiabank Baycrest Pro-Am

Established in 2006, the Scotiabank Baycrest Pro-Am is an innovative charitable hockey tournament that supports care research and education in Alzheimer's and related dementias at Baycrest. Taking place in Toronto, May 1-3, 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 Baycrest Pro-Am has raised more than \$23 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](#) (#baycrestproam) and on Facebook at [Facebook.com/ScotiabankProAm](#) or visit [scotiabankproam.com](#) to register.

About Baycrest Health Sciences

Baycrest is a global leader in developing and providing innovations in aging and brain health. Headquartered on a 22-acre campus and fully affiliated with University of Toronto, Baycrest is unique in the world, combining a comprehensive system of care for aging adults, one of the world's top research institutes in cognitive neuroscience (the Rotman Research Institute), dedicated centres focused on mitigating the impact of age-related illness and impairment, and unmatched global knowledge exchange and commercialization capacity. For more information visit [baycrest.org](#).

About Scotiabank

Scotiabank is the Official Bank of the NHL®, NHL Alumni™, CWHL, Vancouver Canucks®, Winnipeg Jets®, Toronto Maple Leafs®, Ottawa Senators and the Calgary Flames® whose home arena is the Scotiabank Saddledome. 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 5000 minor hockey teams. To find out more about Scotiabank's hockey programs, please visit [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, Scotiabank 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](#).

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