



GORDIE HOWE

The Cause

The Gordie and Colleen Howe Fund for Alzheimer's

Gordie and Colleen Howe's contribution to hockey is legendary, earning them the title of "Mr. and Mrs. Hockey™". When Colleen lost her battle with dementia in March of 2009 Gordie lost a wife, his children lost a mother, and the world of hockey lost a champion. It was a battle that inspired the Howe family to improve the lives of others affected by the ravages of Alzheimer's disease and related dementias. In pursuit of this mission, they have attached their name to the Scotiabank Pro-Am for Alzheimer's hockey tournament and all event proceeds benefit the Gordie & Colleen Howe Fund. In Toronto the proceeds support care and research in Alzheimer's and other dementias at Baycrest, and at events outside of Toronto proceeds are shared with the local Alzheimer Society.

Baycrest

The Baycrest Foundation is an innovative fundraising organization that supports the work of Baycrest, an academic health sciences centre affiliated with the University of Toronto and a global leader in developing and providing innovations in aging and brain health. Baycrest is unique in the world, combining a comprehensive system of care for aging patients; one of the world's top research institutes in cognitive neuroscience; dedicated centres focused on mitigating the impact of age-related illness and impairment; and, unmatched global knowledge exchange and commercialization capacity.

Alzheimer Society of Canada

The Alzheimer Society provides support, information and education to people with Alzheimer's disease and related dementias, families, physicians and health-care providers.

Today, half a million Canadians have Alzheimer's disease or a related dementia. Approximately 71,000 of them are under age 65. This year alone, more than 103,000

Canadians will develop dementia. This is equivalent to one person every five minutes. By 2038, this will become one person every two minutes, or more than 257,000 people per year. Alzheimer's disease has no known cause or cure. Until a cure is found, the Alzheimer Society is here to help and provide support to those impacted by this disease.

Getting Started

Each team that enters the Scotiabank Pro-Am must raise a minimum of \$25,000 (approximately \$1,600 per player) and each individual must pay a registration fee of \$250 to offset the cost of benefits. The process begins with the team captain registering a team, and then he or she can start to recruit their team-mates.

Utilizing the user-friendly fundraising page on the Toronto Scotiabank Pro-Am website, each participant can track donations, thank sponsors / donors, and customize their personal page to reflect their reasons for raising money for Alzheimer's. Fundraising tools will be provided such as, e-mail templates, personal stories, mobile apps, corporate sponsorship packages, and team / individual incentives. The Toronto Scotiabank Pro-Am corporate sponsorship package has many benefits for your sponsors of \$2,500 and above. Any corporate packages you fundraise will be allocated to your individual and team totals. Every participant will receive a Scotiabank Pro-Am Fundraising Toolkit on a USB key to make the process as simple as possible.

For more information please visit www.scotiabankproam.com

If you are interested in entering a team, please contact:

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The Scotiabank Pro-Am for Alzheimer's

The **Toronto Scotiabank Pro-Am for Alzheimer's**, in support of the Gordie & Colleen Howe Fund, is the ultimate hockey experience. This one-of-a-kind event allows the average weekend warriors to strap on their skates and team up with some of the greatest hockey players to ever hit the ice. The Scotiabank Pro-Am is the largest event of its kind in Canada and provides memories that will last a life time.

The Tournament

Have you ever wanted to step on the ice with recent stars like Paul Coffey, Gary Roberts, or Trevor Linden? Or greats like Guy Lafleur or Borje Salming? Due to the incredible relationship between the Scotiabank Pro-Am for Alzheimer's and the NHL Alumni Association, the likes of these players will become your teammates.

Once you have drafted your alumni, they are officially part of your team. They will dress in your dressing room, sit on your bench, feed you the perfect pass and join you in the bar for some post-game camaraderie. Each team receives matching jerseys and socks, NHL-style dressing rooms and pictures of you and your alumni to have personalized. You will play three games over the weekend, so you will encounter at least three other alumni on the ice, and several more throughout the arena.



Draft Night

The Scotiabank Pro-Am kicks off with a memorable Draft Night extravaganza the evening before the tournament. This incredible, exclusive event is always one of the highlights of the weekend as it presents the opportunity to mix and mingle with all of the participating alumni, including Mr. Hockey™ himself.

Draft positions will be determined by the total dollars raised by each team; the top team drafts first. Imagine being the captain of the highest fundraising team, walking to the podium and saying, in front of hundreds of fellow participants, "With the number one draft pick we select..." and then handing a player like Lanny McDonald, Wendel Clark, Marty McSorley, Darryl Sittler or Theo Fleury your team's jersey. Once you have drafted your alumni player he is yours for the weekend.

The Gordie Howe & Friends Lunch

The Gordie Howe & Friends Lunch, held the day before the tournament, is the best way to say thank you to corporate sponsors in an intimate setting with Gordie and his friends. All sponsors that purchase a Championship (\$25,000) or Hall of Fame (\$10,000) package will receive a table at this amazing event. They will have the opportunity to mix and mingle with a number of NHL alumni while taking in a live Hot Stove Lounge segment as well as some vintage footage of Gordie Howe himself. For companies that would like to be involved in this event but are not interested in fielding a team, the Gordie Howe & Friends Lunch is the perfect introduction. It provides them with a unique hosting opportunity while supporting a very worthwhile cause.

