

**Some Happenings  
During Hockey  
Weekend Across  
America**

4th Annual Labatt  
Blue/USA Hockey Pond  
Hockey National  
Championships  
Feb. 14-16 • Eagle River, Wis.

Hockey Day in Michigan  
Feb. 14 • Statewide

U.S. National Under-18  
Team at Colorado  
College  
Feb. 15 • 3 p.m.  
World Arena  
Colorado Springs, Colo.

Special NHL Network  
programming  
Special programming  
centered around  
American hockey.  
Check local listings.



presented by  
**Reebok**

**watch it. play it. live it.**

**Objective:** To celebrate the game of hockey nationwide at all levels and also expose the sport to new audiences.

**A Theme For Each Day**

Friday, February 13

Wear Your Favorite Hockey Jersey  
*sponsored by ShopUSAHockey.com*

Saturday, February 14

Bring a Friend to the Rink  
*sponsored by the NHL*

Sunday, February 15

Celebrate Local Hockey Heroes  
*sponsored by Liberty Mutual's Responsible Sports*



**Event Website:** HockeyWeekendAcrossAmerica.com  
**E-Mail:** hockeyweekendacrossamerica@usahockey.org



**Posters:** Each rink in the U.S. was sent at least two event posters for use to promote the event. A high-resolution file of the poster is available for download at event website.

**Logo:** Event logo, with complete usage guidelines, is available for download on event website.

**Pucks:** Souvenir pucks, with the event logo on one side and USA Hockey logo on the other side, will be sent to the locations playing home games as part of Hockey Weekend Across America in the NHL, all minor professional leagues, NCAA Division I and III men's and women's teams and USHL and NAHL teams. A proposed script for a ceremonial puck drop will be included.



**Hockey Weekend Across America's Great Jersey Giveaway:** Fans are registering for Hockey Weekend Across America's Great Jersey Giveaway at the event website. Each day, 15 lucky fans will win their choice of any authentic NHL jersey.

**Contest For Best HWAA Programs:** Local associations have the chance to win prizes for the best Hockey Weekend Across America programming. A contest entry form is available at the event website. Grand prize is 25 sets of OneGoal starter equipment (\$4,000 value) plus \$2,000 cash, with five runner-up prizes of \$1,000 cash.

**Communication:** Event website is the headquarters for information on the event. All rinks and hockey entities are encouraged to fill out the online form to share what events they are planning for HWAA. USA Hockey will aggregate all information and post highlights of happenings around the country on the event website.

**E-Mail Blasts:** E-mail blasts promoting HWAA will be sent to the USA Hockey membership at-large on multiple occasions.

**Ads in USA Hockey Magazine:** A full-page ad promoting Hockey Weekend Across America will run in the January and February editions of *USA Hockey Magazine*, as well as editorial content.

**Media Kit:** A media kit has been developed and includes PSAs in audio and video format, press releases, an outline of the event and a one-page document highlighting hockey's success stories.

**Hockey Community Involvement:** The NHL, AHL, ECHL, all of college hockey, USHL and NAHL are all firmly on board in making Hockey Weekend Across America a success. All entities have varying plans to promote HWAA and encourage participation.