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Charitable Registration
No. 11921 5242 RR001

**2012 Vancouver
Scotiabank Pro-Am**

Honourary Chair
Gordie Howe

Scotiabank Pro-Am Chairs
Ron Toigo
Terry Wright

Steering Committee
Warren Buckley
Dave Cobb
Sharon Craver
John Furlong
Rusty Goepel
Bob Hastings
Lyn Krutzfeldt
Jeff Mooney
Mark Napier
David Poole
Pat Quinn

Operations Committee
Ron Baykoni
Katrina Galas
Michelle Henderson
Irene Kerr
Ruby Ng
Lizette Parsons Bell
Dale Saip
Dick Vollet
David Walker

Baycrest Staff
Danielle Berehowsky
Jared Drewnowsky

MEDIA ADVISORY

**Scotiabank Pro-Am for Alzheimer's and
Mr. Hockey® Gordie Howe
Coming to Vancouver for
Star-Studded Hockey Fundraiser**

Vancouver, BC (17/01/2012) – It's official: Gordie "Mr. Hockey®" Howe's innovative charitable hockey tournament, the Scotiabank Pro-Am for Alzheimer's, is coming to Vancouver in 2012! It will be the ultimate three-day hockey experience for amateur hockey players aged 30 and up providing participants with the opportunity to play with and against a host of former NHL greats. The tournament's first ever event in British Columbia will take place Friday, October 26 through Sunday, October 28, 2012 at Canlan Ice Sports in North Vancouver.

The Vancouver Scotiabank Pro-Am for Alzheimer's is an extension of the highly-successful Scotiabank Pro-Am Hockey Tournament in Toronto, Calgary and Edmonton which has raised more than \$16 million in its six year history.

Funds raised from the Vancouver event benefit the Gordie & Colleen Howe Fund for Alzheimer's, which supports the work of the Alzheimer Society of B.C. as well as funding for care and research in Alzheimer's and other dementias at Baycrest, an innovator in aging and brain health in Toronto. The event will also raise awareness of the need for continued support of Alzheimer's in all Canadian cities and the outstanding work of local Alzheimer Societies.

The tournament kicks off with a memorable draft party where each participating team (plus one coach) will draft an NHL alumnus to play on their team. Draft positions are determined by the total dollars raised by each team, with the highest fundraising team getting first draft pick. To participate in the Scotiabank Pro-Am, teams of 11 – 17 players must raise a minimum of \$25,000. Registration is now open at www.scotiabankproam.com. Space is limited, so teams are encouraged to register early and start fundraising.



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Gordie's wife Colleen lost her battle with dementia in March 2009. The battle inspired the Howe family to improve the lives of others affected by Alzheimer's disease and other dementias. Together with Baycrest, they, launched the Gordie & Colleen Howe Fund for Alzheimer's in 2009, named in tribute to Gordie Howe and in loving memory of his wife.

Important dates:

- Official launch: March 2012 (date TBA)
- Draft night: October 26, 2012
- Tournament: October 27 – 28, 2012 at Canlan Ice Sports North Shore

Available for interviews:

- Alzheimer Society of B.C.: Jean Blake, CEO, Alzheimer Society of B.C. (Vancouver)
- Vancouver Organizing Committee: Terry Wright, Pro-Am Co-Chair (Vancouver)
- Scotiabank: David Poole, Senior Vice President, BC & Yukon Region
- Baycrest: Lori Radke, Director, Events and Corporate Partnerships at Baycrest Foundation/Jared Drewnosky, Pro-Am Fundraising Director at Baycrest Foundation (Toronto)
- Mark Napier, Executive Director of the NHL Alumni Association

Media contacts:

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