

TEAM CANADA 1972: NATIONAL LEGENDS CREATING A NATIONAL LEGACY



Brock University

Team Canada 1972, Niagara Catholic District School Board and Goodman School of Business Partner to Create a National Leadership Legacy Program:

28,800: The Power of Teamwork!

Join Team Canada 1972 Hockey Legends

Harry Sinden • Phil Esposito • Brad Park • Pat Stapleton

Thursday, August 25, 2016 at 1:00 p.m.

To Kick Off Their '72 Summit Series Tour

(Niagara Falls, August 22, 2016) – The iconic Team Canada 1972 - who took to the ice against the Soviet Union 44 years ago – kept Canadians on the edge of their seats, brought school and work to a standstill as an enthralled country watched games played behind the Iron Curtain and, seemingly against all odds, came home victorious.

To a nation swelling with pride, Team Canada 1972 redefined the meaning of teamwork, largely thanks to Coach Harry Sinden and Assistant Coach John Ferguson. Sinden and Ferguson brought together 35 young men who were more accustomed to fiercely playing against each other than playing together against the best players in the Soviet Union. In 27 short days, under immense pressure, Sinden and Ferguson moulded a cohesive group who continue to work together as a team and are committed to fulfilling their mandate of giving back because they have been so honoured by Canada. These men – this team – have a mandate for giving they call the Three Pillars: Entertainment • Education • Charitable Foundation.

The first pillar, Entertainment, begins in 10 days. During their upcoming '72 Summit Series Tour, eight of the legendary players will share riveting and hilarious previously untold tales of their Cold War experiences both on and off the ice in Moscow, followed by an audience Q&A.

State of the art video will complement their stories and their audience will relive the excitement of the series, this time through the eyes of the players. The tour is being held in the same four Canadian cities that hosted the Team in 1972 – September 2nd in Montreal, September 6th in Winnipeg, September 8th in Vancouver and September 10th in Toronto. This tour will bring together several generations of hockey fans, introducing many to Canada's Team of the Century.

The second pillar, Education, is part of their mandate to give back, and so as it partners with the Niagara Catholic District School Board and the Goodman School of Business at Brock University, Team Canada 1972 is proud to announce and launch its unique national leadership and legacy program *28,800 Seconds: The Power of Teamwork*, the name inspired by the duration of the Summit Series – 28,800 seconds.

The program has three distinctive facets:

Leadership for Administrators • Leadership for Students • Legacy Curriculum Program

Each facet draws on unique player and team experiences, their resiliency, adaptability, passion and their learning to be a team throughout the 1972 Summit Series. Their stories, and the lessons they learned during training camp and throughout the Summit Series, will be shared with school administrators as part of a leadership program. The historical legacy of the Summit Series will be shared with Niagara Catholic students in Grades 4 to 6 as part of their studies on Canadian History. Selected students will have the opportunity to meet these national heroes on August 25. Hundreds of student leaders will also have the opportunity to participate in a variety of workshops and sessions with players during a Student Leadership Symposium in the fall.

Team Canada '72 is the only hockey team to have been bestowed with Canada's highest sporting honour of being inducted into Canada's Sports Hall of Fame. As a part of the overall legacy efforts undertaken by Team '72, Canada's Sports Hall of Fame is working with players to develop a national virtual education program that will share the important social values that were demonstrated during the team's journey; values that are critical for inspiring success in sport, school and life. This fittingly speaks to the teamwork and leadership qualities of the players and their coach, on whom this Legacy Program is modelled.

**Join us for 28,800 Seconds: The Power of Teamwork
National Partnership Launch**

1:00 p.m. – 3:00 p.m. Thursday, August 25th, 2016
Niagara Catholic Administrative Conference
Grande Ballroom – Americana Resort and Spa, 8444 Lundy's Lane, Niagara Falls

In attendance from Team Canada 1972 will be:
Harry Sinden • Phil Esposito • Brad Park • Pat Stapleton

A Media Interview Session Will Be Held

Please confirm attendance by contacting Niagara Catholic Communications Officer
Jennifer Pellegrini at jennifer.pellegrini@ncdsb.com

Media Contacts:

Leisa Lee – Press relations '72 Summit Series Tour / leisa@leisaleegroup.com / 514-946-2010
Elaine Easton – Press relations '72 Summit Series Tour / elaine@westcoastgraphics.com / 604-885-3396
Jennifer Pellegrini, Communications Officer, Niagara Catholic District School Board /
jennifer.pellegrini@ncdsb.com / 905-735-0240 ext. 297



COMMENTS FROM PARTICIPANTS AND STAKEHOLDERS IN *28,000: THE POWER OF TEAMWORK*

Pat Stapleton – '72 Summit Series Team Member, Member of the Hockey Hall of Fame, Canada and Member of the Board of Directors for Team Canada '72:

“We hope that the experiences of Team Canada '72 will serve to motivate and inspire administrators and students to adapt our methods and improve their lives to create a better Canada.”

John Crocco – Director of Education, Niagara Catholic District School Board:

“We are very proud to be part of this national partnership to design three programs as a vehicle for student and administrative learning and professional development on leadership, innovation, creativity, perseverance and understanding. This will be a remarkable and memorable experience for our students and staff.”

Barry Wright – Interim Dean, Goodman School of Business, Brock University:

“Team member Dennis Hull, an alumnus of Brock University, was instrumental in connecting us with Team Canada '72. As a university that obsesses over leadership and community outreach, we are very excited to be working with the Team on this Legacy project designed to advance essential team leadership skills in students, employees and business executives.”

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Mario Siciliano – President and CEO, Canada’s Sports Hall of Fame:

“Canada’s Sports Hall of Fame is thrilled with the announcement of the partnership between the Niagara Catholic District School Board and the Goodman School of Business at Brock University to launch a national leadership and legacy program based on Team Canada 1972’s journey during the 1972 Summit Series. Team ’72 is the only hockey team to have ever received Canada’s highest sporting honour by being inducted into Canada’s Sports Hall of Fame, not only for their inspiring athletic accomplishment, but for the many values that they demonstrated on their journey that are so important to share with our country’s next generation of students and leaders.”