



## ***Talking Points for Members***

*Please use the items in this guide to help you when:*

- Talking about HP4K with other hockey players
- Discussing with your team's coaches and staff
- Making contacts in the community
- Talking with members of the media
- Communicating with the general public

## ***Basic Facts about HP4K:***

- Hockey Players for Kids (HP4K) was founded in 2009 by a group of professional hockey players who enjoyed spending time with children, and wanted to make a positive impact in the communities they were playing hockey in. It has evolved into a large-scale, national service organization, wherein pro hockey players go above and beyond in their community outreach efforts.
- Members of HP4K have been involved in communities all over North America, and even in parts of Europe and Asia. Wherever there are hockey players with a desire to be positive influences on children, HP4K is willing to provide the guidance and program support. Membership growth in one year's time has been phenomenal and will continue to expand during the 2010-2011 season and on into the future.

## ***What HP4K Members Do:***

- The most basic goal of HP4K is to spend face-time with kids and act as positive role models. This is done in a remarkable number of ways, including: giving skating lessons, helping with homework, making hospital visits, spending time at afterschool programs, volunteering in soup kitchens, promoting literacy, speaking in classrooms about the importance of education and physical fitness, making guest appearances at special events, etc.

- Depending on the organization and setting of the activity, numerous positive messages are stressed to the kids involved. Examples include: staying fit and active, the importance of education (particularly reading), maintaining a positive attitude, and working as part of a team.
- HP4K has developed a signature reading program (***Stick to Reading***) and a holiday gift giving initiative (***Give Moore for the Holidays***), but being flexible with a particular organization and creating new programs is important to us. The core focus in whatever we do is helping local children, and new ideas on how to do that are always encouraged.
- ***Stick to Reading*** is an incentive-based reading competition for elementary or middle school students, and is HP4K's first signature program offering. Piloted in 2009, ***Stick to Reading*** is a quick, easy, fun and effective way to get pro hockey players involved with kids in their communities, and it's a fun way to emphasize the importance of reading.

The Basics: HP4K members organize a visit to a local school to read to students in the classroom, and promote the importance of reading education. This visit kickstarts a four to six week-long reading competition, at the end of which, there is some sort of prize given for the most books read, the most hours spent reading, etc. In pilot programs, the winners of the ***Stick to Reading*** competition got to play in a floor hockey game against HP4K members in front of the entire school.

- ***Give Moore for the Holidays*** is an annual HP4K event (inspired by co-founder Mike Moore) that challenges pro hockey players to give back to their communities in a big way during the holiday season. Across the country, guys are asked to come up with a creative way to give back to disadvantaged children in their city and get their entire team on board with planning something special. Past events have included team gift drives, food drives, putting together a pizza party after a game for kids and their families, donating proceeds from a homemade ornament sale, and more.

## ***Other Key Points:***

- HP4K members are grateful for the opportunity they have to play pro hockey, and are lucky enough to be able to devote a pretty significant amount of time to helping children.
- Our website: **hp4k.org** is a great resource for more information. [It can help if you're asked a question that you may not know the answer to, and it's always a good idea to encourage potential partners to go there to learn more.]