



# WE ARE NOW ACCEPTING LOCAL HOCKEY ASSOCIATION APPLICATIONS FOR THE **2023/24 SEASON**

**SINCE 2014**

**1,300** PROGRAMS ACROSS CANADA

**OVER 45,000** NEW PLAYERS HAVE ENROLLED IN THE FIRST SHIFT

**34%** PARTICIPATION AMONG GIRLS, AND GROWING

**100%** OF FAMILIES SURVEYED WOULD **RECOMMEND THE PROGRAM TO A FRIEND**

**100%** OF LHAS SURVEYED WOULD RECOMMEND THE PROGRAM TO **INCREASE MEMBERSHIP**



**THE FIRST SHIFT PROGRAM INCLUDES A WELCOME EVENT, SIX ON-ICE SESSIONS AND HEAD-TO-TOE BAUER EQUIPMENT FOR ALL PARTICIPANTS**



Local hockey associations interested in hosting a program can visit [firstshift.ca/for-hosts](https://firstshift.ca/for-hosts)

If you have any additional questions, email [thefirstshift@hockeycanada.ca](mailto:thefirstshift@hockeycanada.ca)

