



# THE FIRST SHIFT

HELPING KIDS FALL IN LOVE WITH HOCKEY



## WE ARE NOW ACCEPTING MINOR HOCKEY ASSOCIATION APPLICATIONS FOR THE **2018/19 SEASON**

SINCE 2014

**433** PROGRAMS FROM **ACROSS CANADA**

**OVER 16,000** NEW PLAYERS HAVE ENROLLED IN THE FIRST SHIFT

**30%** FEMALE PARTICIPATION

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

**100%** OF MHA'S WOULD RECOMMEND THE PROGRAM TO **INCREASE MEMBERSHIP**



THE FIRST SHIFT PROGRAM INCLUDES A WELCOME EVENT, 6 ON-ICE SESSIONS AND HEAD TO TOE BAUER EQUIPMENT FOR ALL PARTICIPANTS FOR **\$199**.



Minor Hockey Associations interested in hosting a program, please visit [www.firstshift.ca/for-hosts](http://www.firstshift.ca/for-hosts)

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

# BAUER

