

Hockey people helping hockey families in need

After four years of operation and raising and spending more than \$450,000 on hockey families in need, Hockey has Heart is beginning a new drive this season – “The Drive for \$5.”

HHH President Kyle O'Malley has put out a challenge to Michigan hockey associations to get involved in this worthwhile project.

“The ‘Drive for \$5’ is a Michigan-based fundraising campaign generated in an effort to teach our youth to give back to the game and to address the issue of tough economic conditions for fundraising in Michigan while playing an expensive sport,” says O'Malley.

Hockey Weekly fully supports this “Drive for \$5” and HHH, having been part of Hockey has Heart since its inception in 2003. Please read O'Malley's letter completely as follows and then, as teams and associations contribute, watch the hockey stick thermometer's numbers increase.

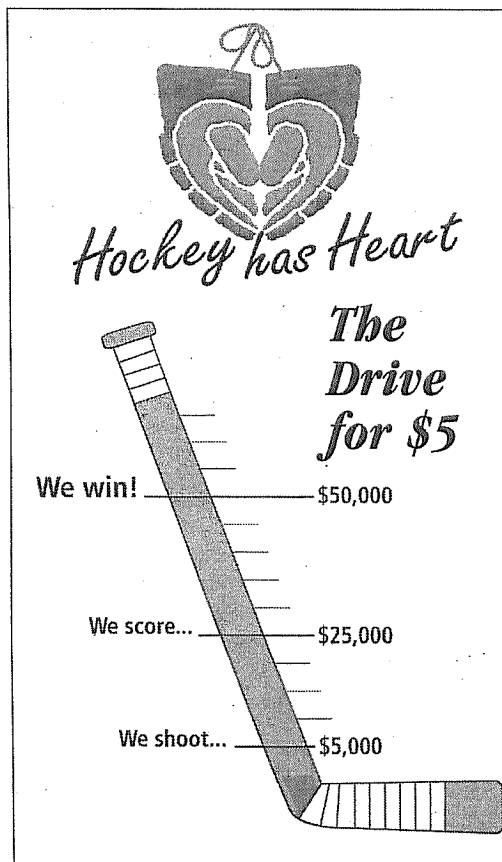
The Drive for \$5

The State of Michigan has more amateur hockey players than any other state. Most everyone involved in our sport knows that hockey is a small, tight-knit community. We spend so much time together at the rinks and hotels that many special bonds form and last a lifetime. It is the greatest game on earth.

Hockey has Heart (HHH) was formed in

2003 as an official 501(c)(3) foundation as a way to help others in the hockey community at any level of the sport: house, travel, high school, adult, college and professional. It is the only 100% hockey focused charity in Michigan and it represents a way for all of us to give back to the hockey community. When a catastrophe hits one of our “family members” our goal is to help in whatever way we can. How can you help?

The Drive for \$5 is a Michigan based fundraising campaign generated in an effort to teach our youth to give back to the game and to address the issue of tough economic conditions for fundraising in Michigan while playing an expensive sport. We are reaching out to our hockey players and teams through



the USA and the most associations supporting the game, with Team Effort, Team Michigan will win!

The process is simple: Associations will receive from HHH a document for distrib-

ution to their Coaches/Managers, who will in turn provide it to players and/or parents as applicable. Players/parents will provide their donations to the Coach/Manager who will accumulate the monies and then provide a check made out to Hockey has Heart and mailed to:

The Drive for \$5
35500 Eight Mile Road
Farmington Hills, MI 48335

The plan is to have all support completed by Dec. 31, 2007. Throughout the campaign, articles on teams, their players, parents and Associations will be found in Hockey Weekly and Michigan Hockey Magazine along with a thermometer measuring the \$50,000 goal as we proceed.

Since our inception in 2003, we raised and distributed to qualified recipients over \$450,000. Those funds were immediately put to good use in many examples of need ranging from assisting with uncovered medical expenses associated with a hockey father's heart transplant surgery to organizing the Hockey has Heart used equipment drive benefiting hockey at Clark Park in Detroit.

Please visit our website www.hockey-hasheart.com to see how Hockey has Heart has made a difference in lives of many families throughout the state of Michigan. It is a great cause for a great game and its people.

Thank you for your consideration of support.

Kyle O'Malley
President, Hockey has Heart