



2012 Penalty Free Messier Project Leadership Award

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The Messier Project, a public awareness and product development campaign designed by hockey icon Mark Messier and the head protection experts at Cascade Sports, is proud to support the Hockey Development Centre for Ontario's (HDCO) 2012 Penalty Free Sweepstakes and its mission to encourage skills, safety and sportsmanship in amateur hockey across Ontario.

Since its inception in 2009, The Messier Project has worked to engage the game's greatest influencers to promote safe play and make head protection a top priority.

Today, more than 650 hockey teams across North America – including Team Ontario – wear, and trust, the revolutionary M11 helmet.

The Messier Project shares the HDCO's commitment to protect the more than 400,000 amateur hockey players across Ontario and its mission to promote fair play, values, skill development, safety – and leadership.

Through the inaugural 2012 Penalty Free Messier Project Leadership Award, to be presented at the close of the 2012 Penalty Free Sweepstakes in February, The Messier Project and the HDCO will honor eleven players that embody the values of the Penalty Free Sweepstakes and, in the tradition of hockey icon Mark Messier and The Messier Project, exemplify strong leadership both on and off the ice.

The 2012 Penalty Free Messier Project Leadership Award Overview:

The Messier Project shares the HDCO's commitment to protect the more than 400,000 amateur hockey players across Ontario and its mission to promote fair play, values, skill development, safety - and leadership.

Following the ten-year tradition of the Penalty Free Sweepstakes MVP Award, the new, inaugural 2012 Penalty Free Messier Project Leadership Award will honor 11 players from across Ontario who are leading the charge in an important effort to protect themselves and the great game of hockey.

Coaches are invited to nominate one player from their team that embodies the values of the Penalty Free Sweepstakes – skills, safety and sportsmanship – and, in the tradition of hockey icon Mark Messier and The Messier Project, exemplifies strong leadership both on and off the ice.

Winners of the Penalty Free Messier Project Leadership Awards will each be presented with a certificate for a custom M11 helmet and a special message from The Captain himself.



Contest Details:

Coaches can nominate one player from their team by filling out a Messier Project Leadership Award Nomination Ballot and submitting it to the Hockey Development Centre for Ontario (HDCO).

Ballots are available at www.hdco.on.ca

- The Penalty Free Sweepstakes contest will take place over an eight-week period, commencing **December 3, 2011** until **January 31, 2012**
- Nomination ballots must be received by **4:00 p.m. Friday February 3, 2012**
- Only one nominee per team
- The 2012 Penalty Free Messier Project Leadership Award winners will be announced on February 15, 2012.