



Media Advisory

July 13, 2007

HEROS hockey camp 'scores' Regent Park kids equipment and 'assists' in summer training

HEROS summer hockey camp helps children from economically challenged neighbourhoods with skill development in hockey and life

Toronto, ON – Starting Monday, July 16, 30 boys and girls will sharpen their skates and skills at the Moss Park Arena, as the Hockey Education Reaching Out Society's (HEROS) hockey program brings their summer camp to Toronto. The camp runs from July 16-20 with on and off ice sessions.

Three years of continued support from TELUS brings the HEROS summer program to Toronto, making the future friendly for inner-city kids who want to play hockey but lack the necessary resources. The camp is a continuation of the program that runs from fall to spring during the school year. This type of programming is in high demand during summer to keep kids busy on the ice and out of the penalty box.

Local kids will spend the week with HEROS coaches learning the basics of hockey. It includes a personalized equipment fitting session, 2 on-ice sessions, an art sessions and scrimmages at the Moss Park Arena.

Reporters and photographers are invited to attend the equipment fitting and the morning on-ice session where the kids will try out their gear and show their skills at the Moss Park Arena.

Photo Opportunity:

Where: **Moss Park Arena**
140 Sherbourne Street, Toronto

When: **Monday, July 16, 2007**

8:15-9:00 a.m. - Join HEROS kids as they get learn about hockey gear an are suited up for their first day on the ice.

9:00-10:45 a.m. - Get an inside pass to the HEROS locker room and watch as eager hockey players suit up and get some tips before hitting the ice for some skating drills, basic stick handling and on-ice coaching.

HEROS started in 2000 using hockey, soccer, and education to help Downtown Eastside elementary school students in Vancouver with challenging backgrounds learn academics, life skills, and self-esteem. Since then, HEROS has helped more than 500 boys and girls from economically challenged neighbourhoods across Canada. The Toronto children were selected by principals, vice-principals and teachers at participating schools, Lord Dufferin, Spruce Court and Regent Park. It is a safe and fun-filled environment where each child is considered to be a HERO.

The Hockey Education Reaching Out Society will provide children in the economically challenged neighbourhood of Regent Park an opportunity to learn the game of hockey providing all equipment and on/off ice instruction. Like the programs in Vancouver and Calgary, the instruction uses hockey as a catalyst to provide self-esteem, confidence, responsibility, teamwork and commitment. The program also provides individual academic assistance if necessary.

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Since 2000, TELUS and our team members have contributed more than \$91 million in educational, health, arts and charitable organizations across Canada. Consistent with TELUS' commitment to becoming Canada's premier corporate citizen, we give where we live. Over the last five years TELUS and its team members have contributed more than 1.7 million hours of service to local communities. By focusing on the areas of arts & culture, education & sport and health & well-being, TELUS is committed to investing in opportunities that include the innovative use of technology and make the future friendly for Canada's youth. Eight TELUS Community Boards across Canada lead our local philanthropic initiatives. To find out how TELUS is working hard in your community, visit us online at telus.com/community.

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