

**FOR IMMEDIATE RELEASE**

**February 9, 2012**

**HOCKEY SHOOTERS BEING DRAFTED TO PARTICIPATE IN FUNDRAISER EVENT FOR  
NORTH SHORE'S YOUTH**

***Special celebrity guest will be attending HOCKEY HEROES SHOOTOUT presented  
by Scotiabank and hosted by Hollyburn Family Services and Park Royal***

**West Vancouver, BC (February 9, 2012)** On Sunday, March 11, 2012 the first Annual Hollyburn Hockey Heroes Shootout, presented by Scotiabank, will take place at Park Royal South. This is an event where local businesses and individuals are being 'drafted' to participate as Hockey Heroes Shooters. Each contestant will need to raise a minimum of \$1000.00 in pledges to become a shooter on the day of the event.

This is a great team-building event where entire businesses can join together to raise funds and send one representative to be their Hockey Heroes Shooter. There will be many prizes including special recognition for the most funds raised, the most goals scored, and one of the top shooters will walk away with a special Hockey Heroes Shootout Cup.

"Hockey Heroes Shootout is going to be a wonderful community event. All of the funds raised will be used directly for the North Shore Youth Safe House and other Hollyburn youth programs. It's going to be lots of fun!" says Alan Kwinter, President of Hollyburn Family Services Society. This event wouldn't be possible without the Presenting Sponsor Scotiabank and The Fan Zoo, the official memorabilia supplier for the Vancouver Canucks.

Nancy Small, Director of Marketing and Sustainability for Park Royal said "We are thrilled to host this event at Park Royal as part of our Spring Break Skate on our special artificial ice rink. We can't wait to enter our Hockey Heroes Shooter and start raising funds. We highly encourage other businesses in the community to do the same." This event will be part of a 10 day Spring Break Skate at Park Royal South where families can come and experience the magic of skating outside, rain or shine!

To find out how you can be involved in the Shootout Contest or to become a sponsor please call: 604-987-8211 or register online at [www.hollyburn.ca](http://www.hollyburn.ca)

Hockey Heroes Shootout  
Sunday, March 11  
12pm to 3pm

**About Hollyburn Family Services**

Hollyburn Family Services Society supports homeless and at risk youth on the North Shore through the North Shore Youth Safe House, transitional housing, the Hockey Heroes program and other services. ([www.hollyburn.ca](http://www.hollyburn.ca))

**About Park Royal**

Park Royal and The Village at Park Royal features 1.2 million square feet of high quality retail. Situated at the foot of the landmark Lions Gate Bridge and minutes from downtown Vancouver, Park Royal is at the forefront of fashion and retail in the Lower Mainland. For information on Park Royal's stores, events and special deals go to [www.shopparkroyal.com](http://www.shopparkroyal.com) or download the free "Shop Park Royal" mobile app, available on iTunes.

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