

CANADA



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Hockey Canada is the national guardian of this great game and it had a record-setting year at all levels of the game, on and off the ice.



WHO IS HOCKEY CANADA?

Hockey Canada is the national governing body for grassroots hockey in this country. The organization works in conjunction with the 13 provincial branches, the Canadian Hockey League and Canadian Interuniversity Sport in growing the game at all levels.

Hockey Canada oversees the management of programs in Canada from entry-level to high performance teams and competitions, including world championships and the Olympic Winter Games. Hockey Canada is also Canada's voice within the International Ice Hockey Federation.

Hockey Canada has offices in Calgary and Ottawa and operates regional centres in Western Canada, Ontario, Quebec and Atlantic Canada.

LEAD, DEVELOP AND PROMOTE POSITIVE HOCKEY EXPERIENCES

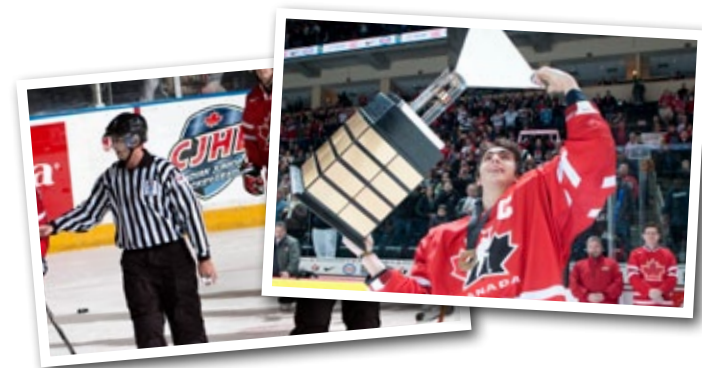
Hockey is Canada and Canada is hockey.

Whoever said those words took the pulse of a nation that has had a long and storied love affair with hockey.

Let's face it – hockey is a touchstone of Canadian life. It is Canada's national theatre and it is the chatter of the country. Hockey is more than a sport for Canadians, it is a part of the country's heart and soul.

Hockey Canada is the national guardian of this great game and it had a record-setting year at all levels of the game, on and off the ice.

Take a minute and read why Hockey Canada is the leader on so many fronts and why other sports pale in comparison when it comes to tireless volunteers and leadership.



BOARD OF DIRECTORS

The members of Hockey Canada's board of directors come from all walks of life and from all corners of this country, yet they all have one thing in common – they are custodians of the game who want nothing more than for this game to prosper in the land of Olympic and world champions.

These men and women are elected by their respective branches and help develop a comprehensive plan to grow the game on a local and national level. The board of directors elects officers, who are tasked with fulfilling the responsibilities of the board between meetings. The board is composed of volunteers who graciously devote their time and energy to the betterment of the game of hockey from coast to coast.



3rd Row (L - R): Gene Power, Gerry Evans, Annie Orton, Al Hubbs, Brian Franklin, Joe Drago, Tom Bitove, Michael Brind'Amour, James Mays, Dean Filane-Figliomeni, Ron Thompson, Judy Bain

2nd Row (L - R): Karen Phibbs, Gary Vivian, Barry Reynard, Gord Sherven, Don Matheson, John Clements, Tom Donovan, Dave Peterson, Gilles Courteau, Shannon Bell

Front Row (L - R): Terry Ledingham, Marcel Redekop, Eddie Pupich, Mike Bruni, Bob Nicholson, Ken Corbett, Claude Allain, Jim Hornell, René Marcil

MESSAGE FROM THE CHAIRMAN OF THE BOARD AND THE PRESIDENT

On behalf of Hockey Canada, we would like to congratulate everyone on another memorable season in our organization's long and storied history. Hockey Canada has always had an outstanding record of achievement in both domestic programming and international competition. The 2010-11 season was no exception.

Building on the successes of the 2009-10 season, highlighted by Canada's double gold at the 2010 Olympic Winter Games, Hockey Canada continued to push for the top both on television and in the arena in 2010-11. A viewership record was set at the 2011 IIHF World Junior Championship, where an average of 6.23 million viewers watched the Canada-Russia gold medal game from Buffalo, N.Y., and an attendance record was set at the 2011 World Under-17 Hockey Challenge, where more than 12,000 fans packed the MTS Centre in Winnipeg, Man., for the gold medal game between Ontario and the United States.

While Canada did not host an IIHF-sanctioned world championship in 2010-11, there was no shortage of communities that opened their arms to teams from across the country and around the world. Winnipeg put on one of the most successful World Under-17 Hockey Challenges ever; Penticton, B.C., played host to the 2010 World Junior A Challenge; the 2010 4 Nations Cup came to St. John's, N.L.; and the top four sledge hockey teams in the world took to the ice in London, Ont., for the 2011 World Sledge Hockey Challenge. And we cannot forget the job that Kenora, Ont. (Allan Cup), St. Albert, Alta. (Esso Cup), St. John's, N.L. (TELUS Cup) and Camrose, Alta. (RBC Cup) did in welcoming the country's best for Canada's national championships.

None of those events, or any of the development programs Hockey Canada implements every season, including skill development camps, Esso Fun Days and Dreams Come True, would be possible without the continued support of our 13 branches. It is the branches that provide the necessary infrastructure to support these events and programs and initiatives all across the country.

Hockey Canada also wants to thank the hundreds of thousands of volunteers who tirelessly give their time every season to make sure Canada's game is the best it can be. Whether it is at the IIHF World Junior Championship or with a minor hockey association, volunteers are the lifeblood of our nation's game, and without them it is difficult to fathom where hockey would be in Canada.

Hockey Canada is extremely grateful for the support received from our sponsors, licensees, and funding partners. They are dedicated to our game and have brought value to our events, making them premier sporting attractions in Canada. This support has allowed Hockey Canada to offer outstanding domestic championships and to host very successful international events.

Hockey Canada strives to be the best sport organization possible. We will not only continue to drive our major projects, but will also continue to plan for the future, as we all know how important the future of our game, and our organization, will be. We thank you for helping work towards reaching these goals and look forward to pushing even more boundaries to once again set higher standards for the coming season.



Ken Corbett
 Chair of the Hockey Canada
 Board of Directors



Bob Nicholson
 President and CEO

YEAR IN REVIEW

4NC – 4 Nations Cup (women's)

DC – Deutschland Cup

MLP – MLP Cup (U22)

MWC – IIHF World Championship

NMT – National Men's Team

NSDT – National Sledge Development Team

NST – National Sledge Team

SC – Spengler Cup

U18 (F) – National Women's Under-18 Team

U18 (M) – National Men's Under-18 Team

U22 – National Women's Under-22 Team

WJC – IIHF World Junior Championship

WSHC – World Sledge Hockey Challenge

WU18 – IIHF World Under-18 Championship

WWC – IIHF World Women's Championship

WWU18 – IIHF World Women's Under-18 Championship

JUNE

Gold medal-winning men's and women's Olympic teams and National Women's Under-18 Team honoured at Hockey Canada Foundation gala in Edmonton, Alta. ... Dave Cameron named head coach of Canada's National Junior Team ... George Burnett named head coach of Canada's National Men's Summer Under-18 Team ... Hockey Canada announces St. John's, N.L., will host three 2010-11 events to help celebrate 75th anniversary of Hockey Newfoundland and Labrador: National Junior Team summer development camp, 2010 4 Nations Cup and 2011 TELUS Cup

JULY

Sarah Howald named head coach of Canada's National Women's Under-18 Team ... Jim Fetter named head coach of Canada's National Women's Under-22 Team

AUGUST

9	U18 (M)	Canada 6	SWE 3	18	U18 (F)	USA 4	Canada 1
10	U18 (M)	Canada 7	SUI 3	19	U22	Canada 6	USA 5 (SO)
11	U18 (M)	Canada 6	SVK 1	19	U18 (F)	USA 3	Canada 2 (OT)
13	U18 (M)	Canada 6	CZE 2 (SF)	21	U22	Canada 7	USA 2
14	U18 (M)	Canada 1	USA 0 (G)	21	U18 (F)	USA 4	Canada 3
18	U22	Canada 4	USA 1				

National Men's Summer Under-18 Team wins gold medal at 2010 Memorial of Ivan Hlinka tournament in Czech Republic and Slovakia ... National Women's Under-22 Team wins all three games in series vs. United States in Toronto, Ont. ... National Women's Under-18 Team takes part in three-game series vs. United States in Lake Placid, N.Y. ... Paul Carson (Hockey Development), Scott Farley (Marketing Services and Events), Glen McCurdie (Membership Services) and Brad Pascall (Hockey Operations/National Teams) named Hockey Canada vice-presidents

SEPTEMBER

Four members of Canada's National Sledge Team – Jean Labonté, Hervé Lord, Todd Nicholson and Paul Rosen – announce retirements ... Canada's National Sledge Team announces roster for 2010-11 season ... Kevin Prendergast named Hockey Canada's head scout, men's Program of Excellence ... Four members of Canada's National Women's Team – Becky Kellar, Gina Kingsbury, Carla MacLeod and Colleen Sostorics – announce retirements ... Ryan Walter named head coach of Canada's National Women's Team for 2010 4 Nations Cup ... Hockey Canada, Finnish Ice Hockey Association hold 10-day development exchange

OCTOBER

14	NST	Canada 2	USA 1 (SO)	16	NST	Canada 1	USA 0 (SO)
15	NST	USA 2	Canada 1 (SO)				

Mark Messier named head coach of Canada's National Men's Team for 2010 Deutschland Cup and 2010 Spengler Cup ... London, Ont., named host of 2011 World Sledge Hockey Challenge ... Canada's National Sledge Team wins two of three games vs. United States in Toronto, Ont.

NOVEMBER

9	NMT	Canada 6	SUI 2	12	4NC	Canada 15	FIN 0
9	4NC	USA 3	Canada 2 (SO)	13	DC	SUI 2	Canada 1 (OT)
10	4NC	Canada 8	SWE 1	13	4NC	Canada 3	USA 2 (G)
10	NST	Canada 18	JPN 0	13	NST	Canada 11	JPN 0
11	NST	Canada 2	USA 0	14	DC	Canada 3	SVK 2 (SO)
12	DC	GER 4	Canada 3				

Twenty Canadian officials named to IIHF events for 2010-11 season ... Former National Women's Team member Angela James becomes one of first two women inducted into Hockey Hall of Fame ... Canada's National Women's Team wins gold medal at 2010 4 Nations Cup in St. John's, N.L. ... United States wins gold medal at 2010 World Junior A Challenge in Penticton, B.C. ... Canada's National Sledge Team wins all three games in series vs. United States and Japan in Rochester, N.Y. ... Canada's National Men's Team finishes third at 2010 Deutschland Cup in Munich, Germany



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DECEMBER

2	NSDT	Canada 5	USA 0	28	WJC	Canada 7	CZE 2
3	NSDT	Canada 4	USA 1	29	SC	Canada 4	SP 3 (OT) (QF)
4	NSDT	Canada 1	USA 0	29	WJC	Canada 10	NOR 1
26	WJC	Canada 6	RUS 3	30	SC	Canada 4	HCD 0 (SF)
27	SC	Canada 6	SM 1	31	SC	SKA 4	Canada 3 (F)
28	SC	HCD 3	Canada 2	31	WJC	SWE 6	Canada 5 (SO)

Canada's National Sledge Development Team wins all three games in series vs. United States in Buffalo, N.Y. ... Ottawa, Ont., announced as host of 2011 Hockey Canada Foundation gala and golf tournament ... Jean Béliveau receives Olympic ring as honorary captain of 2010 Men's Olympic Team ... Canada's National Men's Team finishes second at 2010 Spengler Cup in Davos, Switzerland

JANUARY

1	WWU18	Canada 9	SUI 1	7	MLP	Canada 9	RUS 0 (SF)
2	WWU18	Canada 6	FIN 0	7	WWU18	Canada 6	FIN 1 (SF)
2	WJC	Canada 4	SUI 1 (QF)	8	MLP	Canada 6	SWE 0 (G)
3	WJC	Canada 4	USA 1 (SF)	8	WWU18	USA 5	Canada 2 (G)
4	MLP	Canada 5	SUI 0	13	NSDT	Canada 1	USA 0
4	WWU18	Canada 8	GER 1	14	NSDT	Canada 3	USA 2
5	WJC	RUS 5	Canada 3	15	NSDT	Canada 1	USA 0 (OT)
6	MLP	Canada 9	GER 0				

Ontario wins gold medal at 2011 World Under-17 Hockey Challenge in Winnipeg, Man. ... National Junior Team earns silver medal at the 2011 IIHF World Junior Championship in Buffalo, N.Y. ... National Women's Under-22 Team wins gold medal at 2010 MLP Cup in Kreuzlingen, Switzerland ... National Women's Under-18 Team earns silver medal at 2011 IIHF World Women's Under-18 Championship in Stockholm, Sweden ... Canada's National Sledge Development Team wins all three games in series vs. United States in Essex, Ont. ... Ryan Walter named head coach of Canada's National Women's Team for 2011 IIHF World Women's Championship ... Hockey Canada and branches send special package to more than 235,000 minor hockey players

FEBRUARY

Hockey Canada celebrates one-year anniversary of men's and women's gold medals at 2010 Olympic Winter Games

MARCH

11	NST	Canada 2	USA 1	14	NST	NOR 1	Canada 0
13	NST	Canada 5	JPN 0				

National Women's Team veteran Jennifer Botterill announces retirement ... Canada's National Sledge Team earns silver medal at 2011 Japan Para Ice Sledge Hockey Championship in Nagano, Japan ... David Nonis named general manager of Canada's National Men's Team for 2011 IIHF World Championship ... Mike Williamson named head coach of Canada's National Men's Under-18 Team for 2011 IIHF World Under-18 Championship ... Three groups submit bids to host 2013 IIHF World Women's Championship: Kamloops, B.C., Ottawa, Ont., and St. John's, N.L.

APRIL

15	WU18	Canada 5	CZE 0	20	WSHC	Canada 12	JPN 0
16	WWC	Canada 12	SUI 0	21	WU18	Canada 4	GER 3 (QF)
16	WU18	Canada 5	FIN 4	22	WSHC	Canada 11	JPN 1 (SF)
17	WWC	Canada 7	KAZ 0	23	WWC	Canada 4	FIN 1 (SF)
18	WU18	Canada 5	NOR 0	23	WU18	USA 5	Canada 4 (OT) (SF)
18	WSHC	Canada 3	USA 1	23	WSHC	Canada 8	NOR 0 (G)
19	WWC	Canada 2	FIN 0	24	WU18	RUS 6	Canada 4 (B)
19	WU18	SWE 4	Canada 2	25	WWC	USA 3	Canada 2 (G)
19	WSHC	Canada 14	NOR 0	29	WWC	Canada 4	BLR 1

Ken Hitchcock named head coach of Canada's National Men's Team for 2011 IIHF World Championship ... Canada's National Sledge Team wins gold medal at 2011 World Sledge Hockey Challenge in London, Ont. ... Canada's National Women's Team earns silver medal at 2011 IIHF World Women's Championship in Zurich and Winterthur, Switzerland ... Canada's National Men's Under-18 Team finishes fourth at 2011 IIHF World Under-18 Championship in Crimmitschau and Dresden, Germany ... Notre Dame Hounds win 2011 Esso Cup in St. Albert, Alta. ... Winnipeg Thrashers win 2011 TELUS Cup in St. John's, N.L. ... Clarenville Caribous win 2011 Allan Cup in Kenora, Ont.

MAY

1	MWC	Canada 9	FRA 1	7	MWC	Canada 3	NOR 2
3	MWC	Canada 4	SUI 3 (OT)	9	MWC	Canada 3	SWE 2
6	MWC	Canada 4	USA 3 (SO)	12	MWC	RUS 2	Canada 1 (QF)

Canada finishes fifth at 2011 IIHF World Championship in Bratislava and Kosice, Slovakia ... Pembroke Lumber Kings capture 2011 RBC Cup in Camrose, Alta. ... Ottawa, Ont., named host of 2013 IIHF World Women's Championship ... Hockey Canada holds 92nd annual general meeting in Calgary, Alta.

EVENTS

Hockey Canada's national team events and national championships continued to grow in 2010-11, with close to 200,000 fans watching games live, another 450,000 watching on TSN/RDS, the official broadcasters of Hockey Canada, and more than 5,000 watching via webcast through FASTHockey.

Led by an all-time World Under-17 Hockey Challenge attendance record of 12,060 at the MTS Centre in Winnipeg, Man., for the Ontario vs. United States gold medal game, excited crowds filled the South Okanagan Events Centre in Penticton, B.C., and Western Fair Sports Centre in London, Ont., for the gold medal games at the 2010 World Junior A Challenge and 2011 World Sledge Hockey Challenge, respectively, with big crowds out at all of the events held across the country.

After a rare season where a world championship was not held on Canadian soil, the world will come to Alberta this holiday season when Calgary and Edmonton host the 2012 IIHF World Junior Championship. In addition, Canada's National Sledge Team will welcome the top sledge nations in the world at the World Sledge Hockey Challenge in the fall, in Calgary, Alta.



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2010-11 EVENT RESULTS

Host	Gold/1 ST	Silver/2 ND	Bronze
 2010 World Junior A Challenge			
Penticton, B.C.	United States	Canada East	Switzerland
 2011 World Under-17 Hockey Challenge			
Winnipeg, Man.	Ontario	United States	Pacific
 2011 Allan Cup – National Senior Championship			
Kenora, Ont.	Clarenceville Caribous	Bentley Generals	—
 2011 Esso Cup – National Female Midget Championship			
St. Albert, Alta.	Notre Dame Hounds	Edmonton Thunder	Toronto Aeros
 2011 TELUS Cup – National Midget Championship			
St. John's, N.L.	Winnipeg Thrashers	London Jr. Knights	Lions du Lac St-Louis
 2011 World Sledge Hockey Challenge			
London, Ont.	Canada	Norway	United States
 2011 RBC Cup – National Junior A Championship			
Camrose, Alta.	Pembroke Lumber Kings	Vernon Vipers	—



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GENERAL EVENT INFORMATION

Brief Description	Annual Date	Category	Teams	Games	Length
National Women's Under-18 Championship					
Representatives from each branch; Atlantic is combination of four branches	Annual – early November	Women's Under-18	8	18	5
World Junior A Challenge					
Representatives from Canada's 10 Junior A leagues (East and West), as well as four international teams	Annual – early November	Junior A	6	13	8
World Under-17 Hockey Challenge					
Representatives from five Canadian regions (Pacific, West, Ontario, Quebec, Atlantic), as well as five international teams	Annual – late December, early January	Men's Under-17	10	27	7
Allan Cup – National Senior Championship					
Regional winners, as well as host team; club teams	Annual – mid April	Senior men's	6	11	6
Esso Cup – National Female Midget Championship					
Regional winners, as well as host team; club teams	Annual – late April	Midget female	6	19	7
TELUS Cup – National Midget Championship					
Regional winners, as well as host team; club teams	Annual – late April	Midget male	6	19	7
RBC Cup – National Junior A Championship					
Regional winners, as well as host team; club teams	Annual – early May	Junior A	5	13	9

2011-12 EVENT HOSTS

Event	Host
2011 World Junior A Challenge	TBD
2011 National Women's Under-18 Championship	Saguenay, Que.
2011 World Sledge Hockey Challenge	Calgary, Alta.
2012 World Under-17 Hockey Challenge	Winnipeg, Man.
2012 Allan Cup	Lloydminster, Sask.
2012 Esso Cup	Charlottetown, P.E.I.
2012 TELUS Cup	Leduc, Alta.
2012 RBC Cup	Humboldt, Sask.



The world will come to Alberta this holiday season when Calgary and Edmonton host the 2012 IIHF World Junior Championship



November 13, 2010 – St. John's, N.L. – (From L to R) Jocelyne Larocque, Meghan Agosta, Haley Irwin, Rebecca Johnston and Meaghan Mikkelson celebrate Mikkelson's tying goal late in the second period of the gold medal game at the 2010 4 Nations Cup. The game would remain tied until Rebecca Johnston's winner 6:21 into overtime as Canada claimed gold with a 3-2 victory over the United States.



HIGH PERFORMANCE

From Tofino on the west coast of Vancouver Island to Cape Spear on the east coast of Newfoundland, and all points in between, Canadians involved in hockey from coast to coast had reason to celebrate during the 2010-11 season. Canada's minor hockey programs and branches continue to grow and produce great athletes, as well as great ambassadors for the game.

Canada's national teams continued their tradition of success on the international stage in 2010-11, representing Canadians with pride and honour and bringing home medals from nearly every event, a number of them gold.

WORLD UNDER-17 HOCKEY CHALLENGE

The World Under-17 Hockey Challenge visited Manitoba for the second time in 2011, with Winnipeg and Portage la Prairie playing host to the next generation of stars. Canada's five regional entries represented themselves well against the world's best young players, with three Canadian teams qualifying for the semifinals and four finishing in the tournament's top five. After missing out on gold on home soil in 2010, Ontario regained the gold medal it won in 2008 and 2009, beating the United States 5-3 in the gold medal game in front of a tournament-record crowd of 12,060 at the MTS Centre in Winnipeg.

NATIONAL MEN'S UNDER-18 TEAM

In August, Canada's National Men's Summer Under-18 Team kicked off the season by winning the Memorial of Ivan Hlinka tournament in Piestany, Slovakia, earning its third consecutive gold medal with a thrilling 1-0 victory over the United States. The Canadians outscored the opposition 27-9 over five games en route to their 15th gold medal in 20 summer U18 tournaments, dating back to 1991.

In the spring, Canada's National Men's Under-18 Team took the three-time defending gold medalists from the United States to overtime in the semifinals of the IIHF World Under-18 Championship in Crimmitschau, Germany, before falling, and eventually finishing fourth after a bronze medal game loss to the Russians.

NATIONAL JUNIOR TEAM

Just days after the calendar turned to 2011, Canada's National Junior Team brought home silver from the IIHF World Junior Championship for the second year in a row, falling to Russia in the gold medal game despite holding a third-period lead. And while Canada may not have been successful on the ice, it was another successful World Juniors off the ice, as tens of thousands of Canadian fans crossed the border to Buffalo, N.Y., to make every Team Canada game feel like a home game, and TSN welcomed record television audiences for Canada's holiday tradition.

NATIONAL MEN'S TEAM

Canada's National Men's Team took to the ice for a pair of events, finishing third at the Deutschland Cup in November and settling for second at the Spengler Cup in late December, reaching the final in Davos, Switzerland for the ninth time in 11 years but falling one goal short against Russia's SKA St. Petersburg in the championship game. Hockey Hall of Famer Mark Messier was behind the bench for both the Deutschland Cup and Spengler Cup, making his Team Canada coaching debut.

After a disappointing seventh-place finish in 2010, Canada looked to rebound at the 2011 IIHF World Championship in Bratislava and Kosice, Slovakia, posting unbeaten records in both the preliminary round and qualifying round before falling to Russia in a tight 2-1 quarter-final. It is the fourth time in as many years the Russians ended Canada's tournament – 2008 and 2009 in the gold medal game, 2010 and 2011 in the quarter-finals.

NATIONAL SLEDGE TEAM

Canada's National Sledge Team kicked off its season in October by taking two out of three games from the United States in a series in Toronto, Ont., with all three games going to a shootout. After winning all three games from the U.S. and Japan in a series in Rochester, N.Y., outscoring the opposition 31-0, Canada settled for silver at the 2011 Japan Para Ice Sledge Hockey Championship in Nagano, Japan, losing a tight 1-0 decision to Norway in the final game.

The season concluded with a gold-medal performance at the 2011 World Sledge Hockey Challenge in London, Ont. Canada rolled over the competition on its way regaining the gold medal it lost to the Americans in 2009, allowing only two goals in five games and hitting double digits on three occasions, winning the tournament for the third time in four tries.

Hockey Canada continues to promote sledge hockey across the country and development activities in 2010-11 have taken place from coast to coast, with many more to come next season and beyond as the sport's profile continues to grow.

NATIONAL SLEDGE DEVELOPMENT TEAM

Canada's newest national team, the National Sledge Development Team, debuted with six wins in as many tries over the United States, sweeping a three-game series in Buffalo, N.Y., in early December before winning all three games in Essex, Ont., in mid January.

Canada's National Sledge Development Team was created to help elite-level sledge hockey players not chosen for Canada's National Sledge Team get an opportunity to get international experience with hopes of developing their skills for future national team duty.

NATIONAL WOMEN'S UNDER-18 TEAM

Entering the season as the defending world champions, Canada's National Women's Under-18 Team came up short in a three-game series against the United States in Lake Placid, N.Y., in late August, losing one game in overtime and another by one goal.

The U18 team opened the New Year in Stockholm, Sweden, defending its gold medal at the 2011 IIHF World Women's Under-18 Championship. For the fourth time in as many world championships it would be a Canada vs. United States gold medal game, but the Canadians were unable to repeat their gold medal-winning performance of one year earlier, settling for silver at the hands of their North American rivals.

NATIONAL WOMEN'S UNDER-22 TEAM

Canada's National Women's Under-22 Team continued its mastery over the United States, sweeping a three-game series in August in Toronto, Ont. Canada has not lost in regulation time to the U.S. since 2004, a span of 12 games, and has lost only twice overall – once in overtime, once in a shootout – in that time.

In early January, Canada traveled to Kreuzlingen, Switzerland, for the 2011 MLP Cup and brought home gold for the eighth time in nine years. In arguably Canada's most dominating performance at the tournament, it did not allow a goal in four games, blanking the national teams from Switzerland, Germany, Russia and Sweden, showing that the future of Canadian women's hockey is in good hands.

NATIONAL WOMEN'S TEAM

Canada's National Women's Team took to the ice in early November for its first international competition since winning Olympic gold, defending its gold medal at the 2010 4 Nations Cup in St. John's, N.L., beating the United States in overtime in the gold medal game. Canada has won the 4 Nations Cup 12 times in 15 tries since the tournament was created in 1996.

In April, Zurich and Winterthur, Switzerland, played host to the 2011 IIHF World Women's Championship, and for the third consecutive time Canada had to settle for silver at the hands of the United States, dropping a 3-2 overtime decision to the Americans. The Canadians allowed just a single goal in four games on its road to the gold medal game, but remains stuck on nine gold medals all time at the world championship.

PARTNERS

On the men's side, the Canadian Hockey League continues to be a strong partner and the key contributor of talent to Canada's under-17, under-18 and Junior programs. Because of the CHL, Hockey Canada can continue to develop and see success on the international stage. On the women's side, players come from the minor and senior hockey club program across Canada, as well as a number of CIS and NCAA programs. The players who participate in the women's under-18 program are selected directly from the branch Programs of Excellence across Canada.

Once again the driving force behind another highly successful year in international hockey was the role of Hockey Canada's branches and grassroots programs, all of which would not be possible without the help of the thousands of volunteers throughout the system who generously donate their time in coaching and developing players. Their hard work creates the ground work for thousands of players to partake in fun atmospheres where they can become better athletes.

CANADA'S HIGH PERFORMANCE TEAMS RESULTS

Men's	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Under-18 (Summer)	4 TH	G	G	G	4 TH	G	G	G
World Under-18 Championship	4 TH	S	4 TH	4 TH	G	4 TH	7 TH	4 TH
World Junior Championship	S	G	G	G	G	G	S	S
World Championship	G	S	4 TH	G	S	S	7 TH	5 TH
World Cup	1 ST	-	-	-	-	-	-	-
Winter Olympics	-	-	7 TH	-	-	-	G	-
Spengler Cup	G	B	S	S	G	S	4 th	S
Paralympic Winter Games	-	-	G	-	-	-	4 th	-
World Sledge Hockey Challenge	-	-	-	G	G	S	-	G
Top Three Finishes	4/6	5/5	4/7	5/6	5/6	5/6	4/7	4/6

Women's	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
World Under-18 Championship	-	-	-	-	S	S	G	S
Under-22 International Tournament	G	G	G	G	G	S	G	G
4 Nations Cup	G	G	G	G	G	S	G	G
World Championship	G	S	-	G	S	S	-	S
Winter Olympics	-	-	G	-	-	-	G	-
Top Three Finishes	3/3	3/3	3/3	3/3	4/4	4/4	4/4	4/4

Canada's men's and women's teams have won the top prize at 41 events over the past eight years.



HHOF-IIHF IMAGES/ANDRE RINGUETTE



HHOF-IIHF IMAGES/RICHARD WOLOWICZ



HHOF-IIHF IMAGES/ANDRE RINGUETTE



HHOF-IIHF IMAGES/MATTHEW MANOR

November 9, 2010 – Penticton, B.C. – Canada East's Robert Polesello and Sweden's Patrik Vesterholm face off during the teams' preliminary round match-up at the 2010 World Junior A Challenge. Polesello scored once as the Canadians earned a 6-2 victory over the Swedes en route to their first berth in the WJAC gold medal game since 2007, while Sweden settled for a fifth-place finish.





DEVELOPMENT

The development of players, coaches, officials and parents continues to be the priority for all Hockey Canada development programs. Long-standing programs continue to develop year after year and are continually adopted by minor hockey associations, branches and other countries around the world as the gold standard in hockey development.

The coach mentorship program has proven to be a continually-growing development activity for coaches. Delivered over the course of an evening, the specialty clinic framework includes a 75-minute classroom session followed by a 75-minute on-ice session, during which coaches learn how to teach specific skills such as skating, puck control, developing defensemen and small area games. This practical approach to coaching, and ultimately player development, has seen more than 7,000 coaches attend one of the 400+ clinics put on across Canada this season.

Every season, more than 500,000 young Canadians lace up their skates and hit the ice in minor hockey associations from Vancouver Island to Newfoundland and Labrador. But with so many players, just how does Hockey Canada ensure all of them are learning the game and developing their skills? That's where the Hockey Canada Skills Development Camps come in. Since 1997, Hockey Canada has put on camps from coast to coast, consisting of on-ice skill building;

working on fundamental skills – skating, passing, stickhandling, shooting – as well as off-ice skill building; working on fitness, respect and teamwork. The camps have evolved to a point where they are now customizable to what a minor hockey association is looking for – one-day camp, two-day camp or even a week-long hockey school.

During the 2010-11 season Hockey Canada's four regional centres – West, Ontario, Quebec and Atlantic – put on more than 90 camps, with more than 5,200 players, mainly in the Atom and Peewee divisions (9-12 years old), taking part. In addition, over 950 community coaches participated, with the camps serving as a development environment for them as well. While the camps can't quite reach all of Canada's young players, they have continued to reach more and more every year. Since the inception of the skills camps in 1997, more than 55,000 young players, along with over 12,000 coaches, have attended the more than 900 camps held from coast to coast.

Hockey Canada's development of administrators, coaches, officials and safety personnel has included education in the areas of on-ice and off-ice safety. This has included bullying, harassment and abuse prevention, responding to player injuries and much more. Through programs such as Speak Out and the Hockey Canada Safety Program, Hockey Canada branch personnel deliver important courseware to ensure a safe environment for all of our participants.















Hockey Canada continues in partnership with the Coaching Association of Canada to offer the We Are Coaches initiative. In five years, over 500 female coaches have been trained in workshops delivered coast to coast. In 2010-11, five coach-level clinics were held with approximately 75 females taking part. We Are Coaches continues to increase the number of female coaches, mentors and role models who support programming for young athletes. This initiative also allows females another opportunity to stay involved in the game.

The Esso Fun Days program continues to be a top recruiting tool for female hockey across Canada. The program offers first time participants a unique hockey experience in a fun, non-threatening environment. Females of all ages have the opportunity to participate in off-ice sessions that emphasize team building and basic hockey knowledge as well as on-ice sessions that introduce skating, puck handling, shooting and games. To date 27 Esso Fun Days have been held, 22 as one-day clinics and five extended six-to-eight-week events, with well over 600 women getting their first exposure to Canada's game.

This season, 33,406 officials were certified with Hockey Canada, of which 1,834 female officials were registered. As well, over 100 officials were assigned to Hockey Canada national events, and 20 were assigned to IIHF world championships.

Through the ongoing support of the Seaman Hotchkiss Hockey Foundation, Hockey Canada will award \$11,000 in post-secondary scholarships in 2011 to officials through the Kenneth Stiles Memorial Scholarship program, which recognizes both the academic excellence and on-ice proficiency of officials throughout Canada. In awarding these scholarships, the selection committee also considers the contributions these young officials make within their communities in the form of support towards their minor hockey association, the officiating community, and branch events and activities.

OFFICIALS REGISTRATION 2010-2011
















Branch		Level I	Level II	Level III	Level IV	Level V	Level VI	Other	Total: Male/Female	Branch Total
	M	2,348	1,485	278	67	20	8		4,206	4,539
	F	211	104	14	4	—	—		333	
	M	2,240	2,230	322	73	23	7		4,895	5,147
	F	129	108	12	3	—	—		252	
	M	1,437	796	233	53	21	9	7	2,556	2,752
	F	141	45	8	2	—	—		196	
	M	741	389	490	27	11	1		1,659	1,738
	F	40	19	17	3	—	—		79	
	M	117	108	90	22	11	3		351	389
	F	26	7	4	1	—	—		38	
	M	466	427	338	60	22	5		1,318	1,367
	F	30	16	3	—	—	—		49	
	M	1,692	4,438	2,009	605	183	23		8,950	9,453
	F	223	225	48	7	—	—		503	
	M	1,273	1,806	1,053	67	6	12	—	4,217	4,375
	F	43	53	58	4	—	—		158	
	M	584	252	390	63	25	10	—	1,324	1,366
	F	24	7	8	3	—	—		42	
	M	524	226	246	53	11	4	—	1,064	1,143
	F	59	11	8	1	—	—		79	
	M	136	80	177	8	5	6		412	456
	F	18	11	15	—	—	—		44	
	M	209	101	165	30	6	1	—	512	567
	F	39	8	8	—	—	—		55	
	M	52	38	13	5	—	—		108	114
	F	4	2						6	
	M	11,819	12,376	5,804	1,133	344	89	7	31,572	33,406
	F	987	616	203	28	—	—		1,834	
Level Totals		12,806	12,992	6,007	1,161	344	89	7	33,406	33,406

DEVELOPMENT PROGRAMS AND INITIATIVES

	Hockey Canada Skills Camps	Chevrolet Safe & Fun Hockey - Festivals	Chevrolet Safe & Fun Hockey - Jamborees	We are coaches	ESSO Fun Days
June	—	1	—	—	—
July	—	—	—	—	—
August	—	1	—	1	—
September	12	1	—	—	6
October	11	1	2	—	6
November	11	—	4	—	2
December	15	—	13	1	1
January	10	—	11	—	4
February	7	—	4	1	4
March	9	—	7	1	1
April	—	—	—	1	3
Total	75	4	41	5	27



COACH REGISTRATION - MALE AND FEMALE 2010-2011

BRANCH		HOUSE LEAGUE	UNIVERSITY	COLLEGE	SR. AAA & AA	SENIOR OTHER	ADULTREC-HOUSE	MAJOR JR.	JR.A	JUNIOR OTHER	HIGH SCHOOL	JUVENILE	INTERMEDIATE	MIDGET	BANTAM	PEEWEE	ATOM	NOVICE	INITIATION	PRE-NOVICE	TYKE	SLEDGE HOCKEY	SPECIAL NEEDS	NA	TOTAL:	BRANCH TOTAL
	M	3	17	—	37	36	—	—	41	137	—	121	—	1,336	1,311	1,553	1,494	1,470	220	687	5	—	—	25	8,493	8,770
	F	5	—	—	1	8	—	—	—	1	—	4	—	52	34	55	29	44	6	36	—	—	—	2	277	
	M	5	17	18	53	125	39	—	46	355	—	4	—	2,218	2,237	2,768	3,062	3,105	2,579	400	21	3	—	—	17,055	17,543
	F	—	9	3	2	19	9	—	—	8	—	—	—	79	53	54	65	60	108	18	—	1	—	—	488	
	M	—	7	—	3	277	46	—	30	59	—	—	—	684	644	818	883	913	714	—	—	—	—	2	5,080	5,210
	F	—	4	—	—	2	6	—	—	—	—	—	—	31	14	19	17	19	18	—	—	—	—	—	130	
	M	16	—	—	13	103	—	—	24	85	164	29	—	494	710	929	1,071	955	72	686	—	—	—	—	5,351	5,537
	F	—	—	—	3	4	—	—	—	10	1	—	—	24	29	23	32	28	3	29	—	—	—	—	186	
	M	—	5	—	7	1	—	—	10	15	10	3	—	115	125	147	155	121	104	—	—	—	—	12	830	847
	F	—	—	—	—	—	—	—	—	—	—	—	—	1	—	—	6	4	6	—	—	—	—	—	17	
	M	—	—	—	—	—	—	—	27	66	—	58	—	763	772	850	888	803	221	159	—	3	—	—	4,610	4,665
	F	—	—	—	—	—	—	—	—	1	—	3	—	4	5	9	10	9	7	7	—	—	—	—	55	
	M	565	—	—	33	330	135	22	61	217	—	530	496	4,934	5,455	5,674	5,140	3,691	378	354	2,068	—	8	998	31,089	37,066
	F	26	—	—	45	744	10	—	—	—	—	2	326	1,039	1,109	1,076	817	571	23	10	59	—	—	120	5,977	
	M	—	6	54	11	44	6	—	663	756	—	—	—	4,043	3,904	4,285	4,372	3,965	41	2,551	—	2	—	—	24,703	25,116
	F	—	6	15	—	—	—	—	27	10	—	—	—	54	72	59	66	57	—	45	—	2	—	—	413	
	M	—	—	—	—	22	7	—	14	38	—	10	—	405	439	509	462	475	330	—	—	—	—	—	2,711	2,749
	F	—	—	—	—	—	—	—	—	—	—	—	—	3	7	10	7	7	4	—	—	—	—	—	38	
	M	—	—	—	—	—	25	—	19	74	—	—	—	462	559	618	611	579	310	—	—	4	—	—	3,261	3,351
	F	—	—	—	—	—	—	—	—	—	—	—	—	10	19	15	13	18	13	—	—	2	—	—	90	
	M	—	—	—	—	13	7	—	3	31	—	—	—	154	143	112	114	95	79	—	—	—	—	2	753	791
	F	—	—	—	—	—	1	—	—	—	—	—	—	11	9	8	5	1	3	—	—	—	—	—	38	
	M	5	—	—	4	19	5	—	—	40	35	—	—	193	207	282	283	170	104	9	—	—	—	58	1,414	1,467
	F	—	—	—	—	—	—	—	—	—	1	—	—	16	8	8	4	4	4	—	—	—	—	—	8	53
	M	1	—	—	—	—	7	—	—	4	2	—	—	25	28	27	26	18	26	—	—	—	—	—	164	193
	F	1	—	—	—	—	2	—	—	—	—	—	—	5	4	4	3	4	6	—	—	—	—	—	29	
	M	—	—	—	—	—	—	109	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	109	109
	F	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
	M	595	52	72	161	970	277	131	938	1,877	211	755	496	15,826	16,534	18,572	18,561	16,360	5,178	4,846	2,094	12	8	1,097	105,623	113,414
	F	32	19	18	51	777	28	—	27	30	2	9	326	1,329	1,363	1,340	1,074	826	201	145	59	5	—	130	7,791	
Level Totals		627	71	90	212	1,747	305	131	965	1,907	213	764	822	17,155	17,897	19,912	19,635	17,186	5,379	4,991	2,153	17	8	1,227	113,414	

January 4, 2011 – Winnipeg, Man. – (From L to R) Ontario's Matia Marcantuoni, Chris Marchese, Jesse Graham, Thomas Wilson and Mathew Campagna celebrate with the Quebec Cup after defeating the United States 5-3 in the gold medal game of the 2011 World Under-17 Hockey Challenge in front of a tournament-record crowd of 12,060 at the MTS Centre in the Manitoba capital.



ADULT RECREATION

Hockey Canada's Adult Recreation program has had an eventful and successful season.



This season saw positive changes occur within the current programming. Hockey Canada has put together one of the most competitive insurance programs for adult recreation hockey in Canada. This program allows teams to compete against non-Hockey Canada members, which was a huge selling point for this market of hockey players. For a second season, Hockey Canada provided insurance packages that insure adult recreation tournaments and teams participating within sanctioned tournaments, another key component to communicating the Hockey Canada Adult Recreation program across Canada. Eight branches activated on the Hockey Canada Adult Recreation grants, which were made

available to assist with expenses and execution of events, and all branches held successful tournaments that saw close to 250 adult recreation teams from across Canada participate.

Hockey Canada over the past year have been looking to partner up with various groups in Canada to provide all members with additional incentives of being part the HCAR Program. Some of the key added incentives for next season include; online league management package, league welcome package and added services.

With the help of Hockey Canada's branches, this program is becoming a huge hit nationwide.

HOCKEY CANADA ADULT RECREATION – BRANCH TOURNAMENTS

Host Branches:



BC Hockey



Hockey Manitoba



Hockey PEI



Hockey Quebec



Hockey
New Brunswick



Hockey North



Ontario Hockey
Federation



Saskatchewan
Hockey Association

Number of Teams:

- more than 250 from across Canada

Tournament Highlights:

- competitive and safe hockey
- positive experience for all teams
- great prizing
- first annual Prairie Pond Hockey Challenge in Saskatchewan
- 104 teams competed in Quebec tournament
- second year of Hockey Manitoba Cup, with 40 participating teams



June 28, 2010 – Edmonton, Alta. – Olympic gold medal game hero Sidney Crosby, flanked by members of Canada's military, meets with fans during the Canada Celebrates event at Commonwealth Stadium. Crosby was one of 61 gold medallists, including the men's and women's Olympic teams and Canada's National Women's Under-18 Team, to take part in the celebration that preceded the Hockey Canada Foundation gala.

HOCKEY CANADA FOUNDATION

The Hockey Canada Foundation (HCF) provides an ongoing source of funding to support the development and delivery of a wide range of Hockey Canada programs. The HCF has committed more than \$4 million in grants to Hockey Canada to support the development and execution of leading edge initiatives aimed at celebrating our hockey heritage, continuing our winning tradition on the international stage and helping create an even more promising future for our game.

The HCF secures, governs and puts gifts to work so caring Canadians who want to give back to the game can do so knowing their gift will have an impact for generations to come. Our sister charity, the Canadian Hockey Foundation U.S., provides supporters who live or work in the United States the means to support Canadian hockey.

2010 showed to be the most successful fundraising year to date for the HCF, with the following events taking place:

2010 HOCKEY CANADA FOUNDATION CELEBRITY CLASSIC

The seventh annual event was hosted in Edmonton and celebrated the gold medal victories of Canada's men's and women's Olympic teams and the National Women's Under-18 Team. This was the first HCF Celebrity Classic to have a rally component to engage the public to come and celebrate Canada's wins with the teams. The gala was hosted at the Marriott River Cree Resort and Casino, with golf taking place the following day at Blackhawk Golf Course, and Edmonton Petroleum Club. The HCF is pleased to announce that the 2010 Celebrity Classic was the most successful HCF event held to date, raising a total of \$861,770, with \$623,521 being donated to the Edmonton Oilers Community Foundation in support of building a new outdoor rink facility in the City of Edmonton. The remaining \$238,249 raised will go into the HCF Endowment Fund.

FIRST ANNUAL TEAM CANADA ALUMNI ASSOCIATION GOLF TOURNAMENT

The Team Canada Alumni Association (TCAA) hosted its first alumni golf tournament in September 2010 in Chestermere, Alta., at Lakeside Greens Golf Course. The event hosted 88 players, including 21 Team Canada alumni, and was met with great success. \$19,000 was raised in support of the Team Canada Alumni Association and the Hockey Canada Foundation. This event will continue to be an annual TCAA event, and is scheduled to take place next in September 2011.

AN EVENING WITH JEAN BELIVEAU AND FRIENDS

The HCF hosted this event to honour Jean Beliveau's career and celebrate his honorary captaincy of Canada's Men's Olympic Team by presenting the Hockey Hall of Famer with his Olympic ring. Held in Montreal, this intimate event was coordinated by Chris Bright, Barry Lorenzetti, Dan O'Neill, and Kristine Trudel on behalf of the HCF. Approximately 140 guests attended, including many great Team Canada, Montreal Canadiens and Toronto Maple Leafs alumni, to honour Beliveau. The event's net revenues were \$180,000 for the HCF endowment fund, with an additional \$25,000 going to Jean Beliveau's supported charity, the Quebec Society for Disabled Children.

VERDUN RINK GRAND OPENING

The HCF and the Montreal Canadiens Children's Foundation hosted the grand opening of the Verdun rink facility on January 14, 2011. The opening was originally to take place on December 14, 2010; however, it was postponed due to construction. The funds raised from the 2009 HCF Celebrity Classic were donated towards this project. (\$390,000).



OTHER HCF EVENTS

- January 2010 – 1990 and 1991 National Junior Teams reunion – Saskatoon, Sask.
- February 2010 – Team Canada alumni at Olympic Winter Games – Vancouver, B.C.
- February 2010 – Steve Yzerman recognition for 2009 Hockey Hall of Fame induction – Vancouver, B.C.
- August 2010 – Redtail "Going for Gold" Golf Tournament – raised \$90,000 for Hockey Canada and Hockey Canada Foundation in support of Canada's National Women's Team – London, Ont.
- September 2010 – Dreams Come True program – Calgary, Alta.
- November 2010 – HCF partnership with Lowe's to retro-fit existing rinks over the next five years
- December 2010 – Team Canada alumni mix and mingle at 2011 IIHF World Junior Championship exhibition game – Toronto, Ont.
- Quarterly TCAA newsletters – keeping alumni connected to Hockey Canada and to one another



MARKETING & SPONSORSHIP

The 2010-11 season was a ground-breaking one for Hockey Canada in the areas of sponsorship, viewership, ticket sales and new innovations.



Hockey Canada entered the world of social media and to date has attracted more than 170,000 likes on Facebook and over 20,000 followers on Twitter.

SOME HIGHLIGHTS OF THE SEASON:

- Over 30 million viewers watched the 2011 IIHF World Junior Championship on TSN, up from 18.9 million in 2010.
- New attendance records were set at the 2010 4 Nations Cup in St. John's, N.L. and 2011 World Under-17 Hockey Challenge in Winnipeg, Man. Canada's National Women's Team won the gold medal against the United States in front of a sellout crowd of 6,200 at Mile One Centre in St. John's, while Ontario beat the Americans at the MTS Centre in Winnipeg in front of a crowd of 12,060, breaking the previous single-game record of 8,889 set at the gold medal game in 2008 in London, Ont.
- 3M, Lowe's, Crown Royal, TIM-BR Mart and Starwood Hotels joined the Hockey Canada family as international partners for the 2010-11 season.
- This was the first season that Hockey Canada events enhanced social media platforms. Each event had its own event page on Facebook and Twitter.
- Webcasting of all events has been prioritized with more than 140 games being broadcast across the country and around the world on HockeyCanada.tv and FASTHockey.
- Hockey Canada launched Hockey Canada Tickets this season with back end support from Gettix. The user friendly, state-of-the-art online ticketing system will become the exclusive ticketing system for all Hockey Canada events.
- Puckster, the official mascot of Hockey Canada, travelled to all of Hockey Canada's branches to participate in many events and was once again the headliner in the Hockey Canada kids' mail-out.
- Five provinces hosted Hockey Canada national events or Hockey Canada national team games during the 2010-11 season.
- The Hockey Canada FANZone was introduced at the 2010 World Junior A Challenge in Penticton, B.C. This exclusive area of the arena is dedicated to fans who have won their way into this section through contests hosted on Hockey Canada social media sites. Fans are outfitted in Hockey Canada fan gear and become the voice, energy and heart of the event!
- Corporate partners leveraged opportunities with Hockey Canada to offer tremendous consumer value. Among other great initiatives:
 - RBC Play Hockey grants - A grant program providing financial support to hockey projects and communities across North America.
 - McDonald's atoMc Hockey - atoMc Hockey is a McDonald's® Canada minor hockey sponsorship program of Atom-level divisions across Canada which provides free sets of pro-style jerseys and socks to all participating teams.
 - Lowe's Rink Renovation Project - Over the next five years, Lowe's will invest \$500,000 to refurbish two rinks per year and rinks will be selected based on proximity to a Lowe's store in order to utilize Lowe's employees. For the 2010-2011 season, the rinks chosen are located in Toronto and Calgary.
- These new sponsor initiatives joined the family of historic favourites including the Esso Medals of Achievement and the Bauer Design-a-Mask to create a hockey landscape that has Hockey Canada corporate partners firmly entrenched in the day-to-day activities.

GOVERNMENT SUPPORT

Canadian
HeritagePatrimoine
canadien

Canada

Alberta

PREMIER SPONSORS



INTERNATIONAL MARKETING PARTNER



NATIONAL MARKETING PARTNER



OFFICIAL SUPPLIERS

COMMUNICATIONS

As Hockey Canada's minor hockey programs, national team events and domestic championships continue to grow in profile, so too does the need for information on them. In the age of up-to-the-second information, members and fans want to know what is going on near their community, what the score is, who's playing who in the gold medal game and where the next Hockey Canada Skills Camp will be held.

Hockey Canada's external communications strategy uses a variety of platforms to bring information and messaging to Canada and the world.

WEBSITE

For most members and fans, HockeyCanada.ca is the first stop. Between May 15, 2010 and May 14, 2011, the official online home of Hockey Canada was visited 4.4 million times by more than 2.5 million unique visitors in more than 200 countries, leading to 17.6 million page views.

On average, more than 12,000 fans visited HockeyCanada.ca every day, with a high of almost 200,000 coming to the site on January 5, 2011, as Canada's National Junior Team faced off with Russia for the gold medal at the 2011 IIHF World Junior Championship.

And visitors are coming for more than just scores. Over the course of the season, more than 500 video features appeared on HockeyCanada.ca, including more than 400 produced in-house by HockeyCanada.tv, 100 from official broadcaster TSN and 25 from the Canadian Press. They were joined by 150 written event and player features, 180 photo reels including more than 2,000 photos from Hockey Canada events, and 170 press releases, helping get as much information out as possible on everything Hockey Canada.

Top Five Most Viewed HockeyCanada.ca Pages – 2010-11 Season

478,917 VIEWS	418,918 VIEWS	389,219 VIEWS	246,969 VIEWS	240,959 VIEWS
2011 IIHF World Junior Championship home/news	2012 IIHF World Junior Championship priority draw registration	Team Canada men's landing page	2011 World Under-17 Hockey Challenge schedule/results	Canada's National Junior Team roster

HOCKEY CANADA IN THE NEW MEDIA

Hockey Canada's web presence doesn't end with its website. This season, Hockey Canada embraced the growth of social media, creating Facebook pages and Twitter feeds not only for Hockey Canada, but for Team Canada and all national and international events hosted on Canadian soil.

After 12 months, Hockey Canada has racked up more than 182,000 Facebook likes and close to 21,000 followers on Twitter, while hundreds of fans followed along with Canada's national championships this spring on both social media platforms, getting goal-by-goal and game-by-game updates and winning great prizes leading up to and during the tournaments.

And fans are checking out Hockey Canada from anywhere and everywhere, thanks to a mobile app that has been downloaded close to 40,000 times for iPhone (31,000+), BlackBerry (8,000+) and Android (1,250+) and mobile platform visits from iPhone (133,793), iPad (52,272), BlackBerry (51,733), iPod (46,736) and Android (24,058).

	Facebook	Twitter
Hockey Canada	182,613 likes	20,699 followers
Team Canada	n/a	2,683 followers
Sledge Hockey	748 likes	233 followers
World Junior A Challenge	560 likes	354 followers
4 Nations Cup	107 likes	126 followers
World U17 Hockey Challenge	139 likes	292 followers
Esso Cup	106 likes	74 followers
World Sledge Hockey Challenge	78 likes	43 followers
TELUS Cup	714 likes	199 followers
RBC Cup	841 likes	394 followers

MEDIA RELATIONS

Hockey Canada distributes its news releases to over 2,000 members of the media and collaborates with all forms of media to ensure Hockey Canada's message gets to its membership and stakeholders through mainstream and new media.

By providing the media with quality services and pertinent background and information on teams, events and programs, Hockey Canada can maintain and ensure its status as a leader in hockey and sport, in Canada and around the world.

6.2 million people watched the Canada-Russia gold medal game at the 2011 IIHF World Junior Championship

17.6 million page views of HockeyCanada.ca

182,613 Facebook likes

HOCKEY CANADA PUBLICATIONS

Hockey Canada also continues to use more traditional communications platforms to get information and messaging to members and fans, via seasonal event programs and team media guides.

Hockey Canada's media guides are produced in digital format and available online at HockeyCanada.ca, with guides produced for all national team programs.

Hockey Canada produces a number of versions of two seasonal event programs that were available for purchase at our domestic championships:

Fall Program:

- World Junior A ChallengeCup
- National Women's Under-18 Championship
- World Under-17 Hockey Challenge

Spring Program:

- Esso Cup
- TELUS Cup
- World Sledge Hockey Challenge
- RBC Cup

HOCKEY CANADA ON FASTHOCKEY

The 2010-11 season also saw the continuation of Hockey Canada's relationship with FASTHockey, bringing games from domestic events across the country live to fans from coast to coast and around the world via webcast. In total, games from eight events were watched close to 6,000 times.

World Junior A Challenge (13 games)	897 buys
4 Nations Cup (8 games)	328 buys
World U17 Hockey Challenge (27 games)	1,711 buys
Allan Cup (11 games)	447 buys
Esso Cup (19 games)	351 buys
World Sledge Hockey Challenge (10 games)	157 buys
TELUS Cup (19 games)	576 buys
RBC Cup (13 games)	1,335 buys

HOCKEY CANADA ON TSN/RDS

Hockey Canada's media partnership with TSN and RDS bring Canada's national championships, international events and national teams to millions of Canadian viewers every year.

This season, TSN and RDS broadcast championship games from all of Canada's national and domestic championships, as well as national team games from four IIHF world championships, raising Hockey Canada's profile and introducing Canadians to Hockey Canada's programming and numerous hockey teams and players.

Some broadcast highlights:

TSN and RDS broadcast over 30 games from domestic championships and IIHF world championships in 2010-11

Over **6.2 million** people watched the Canada-Russia gold medal game at the 2011 IIHF World Junior Championship

Over **four million** people watched the Canada-United States semifinal at the 2011 IIHF World Junior Championship

Over **652,000** people watched the 2011 IIHF World Junior Championship gold medal game on RDS, the second-highest audience ever for a World Junior game

Over **231,000** people watched the Canada-United States gold medal game at the 2011 IIHF World Women's Championship at 2 p.m. ET on a Monday

Over **192,000** people watched the World Under-17 Hockey Challenge gold medal game on TSN

Over **156,000** people watched the replay of the World Under-17 Hockey Challenge gold medal game on the following day

Over **60,000** people watched the World Under-17 Hockey Challenge gold medal game on RDS

Over **148,000** people watched the 2011 World Sledge Hockey Challenge gold medal game

Over **122,000** people watched the RBC Cup championship game

Over **63,000** watched a tape delay broadcast of the TELUS Cup gold medal game

In addition to game broadcasts, TSN produced a series of Hockey Canada reports for TSN That's Hockey. The reports were produced and developed in collaboration with Hockey Canada.

Top Five Days with Most HockeyCanada.ca Visits – 2010-11 Season

199,306
VISITS

January 5, 2011

112,758
VISITS

January 3, 2011

90,487
VISITS

January 4, 2011

83,942
VISITS

January 2, 2011

75,470
VISITS

December 29, 2010



INSURANCE

Hockey Canada continues to offer an exceptional insurance program to all of its members from initiation to adult recreational and senior hockey. Through the efforts of the Hockey Canada Insurance Committee, and in cooperation with the Hockey Canada Risk, Conduct and Safety Management Committee, Hockey Canada continues to deliver affordable, effective coverage for players and volunteers at all levels under the Hockey Canada umbrella.

The premiums that are currently enjoyed by all branches are based upon the total membership of players in Hockey Canada, and by the continual focus on safety by its branches, minor hockey associations and membership. Hockey Canada prides itself on its ability to keep its

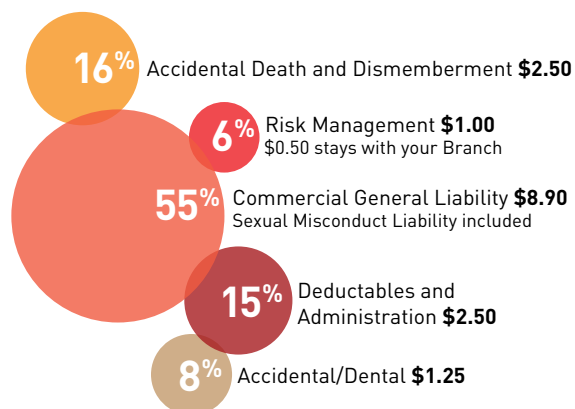
exposure down and can only do this through the ongoing awareness and prevention shown in all of the activities it sanctions. The benefits will also be shown as it moves into renewal of its current policies over the next year.

Hockey Canada provides the following policies to members of its minor hockey associations:

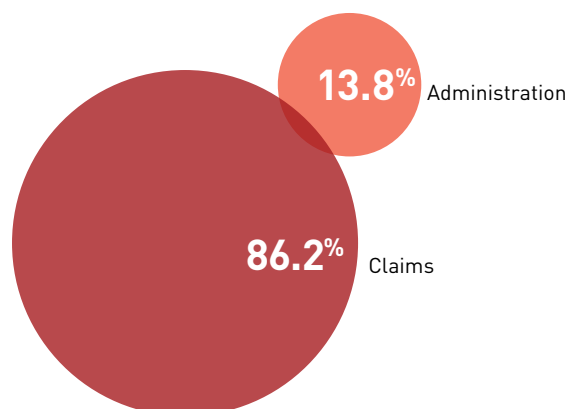
- Commercial General Liability Insurance
 - » a personal injury and property damage policy
- Accidental Medical/Dental Insurance
 - » secondary insurance for injuries requiring medical attention or dental care
- Accidental Death and Dismemberment Insurance
 - » covers very serious permanent injuries that may be incurred while playing the game
- Sexual Misconduct Liability Insurance
- Directors and Officers Liability Insurance
 - » covers the directors and officers of branches, minor hockey associations, teams and leagues

By reducing the risks within its activities, Hockey Canada will not only pave the road for a strong insurance program for the future, but also reduce the number of injuries and continue to attract young players to Canada's game.

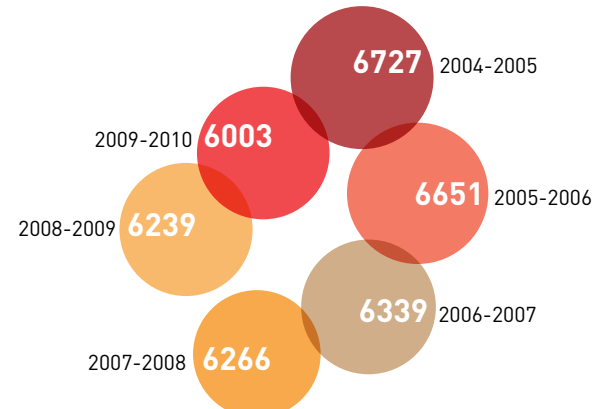
PREMIUM BREAKDOWN CHART



HOW IS MY PREMIUM SPENT?



TOTAL CLAIMS CHART - ACCIDENTAL MEDICAL/DENTAL



Directors and Officers Liability Premiums are paid by Hockey Canada



August 14, 2010 – Piestany, Slovakia – (From L to R) Duncan Siemens, Jonathan Huberdeau, Ryan Murray, Philip Danault and Ryan Nugent-Hopkins celebrate Canada's 1-0 victory over the United States in the gold medal game at the Memorial of Ivan Hlinka tournament. Nugent-Hopkins scored the game's lone goal to give Canada its 15th gold medal in 20 all-time summer under-18 tournaments.

HOCKEY CANADA MEMBERSHIP MAIL-OUT

The 2010-11 season was highlighted by Hockey Canada's mailing of a personalized season planner to 235,000 minor hockey players, in partnership with its 13 branches. The planner was also made available online in 12 additional languages, focusing on Hockey Canada's recruitment and retention priorities.

The mail-out of the season planner also coincided with the launch of a new interactive website, myhockeycanada.ca, which allows users to register and watch as they journey from minor hockey right through an opportunity to play for Team Canada. Between January 1, 2011 and May 15, 2011, myhockeycanada.ca and monhockeycanada.ca combined for 74,000 unique visitors leading to 87,000 page views. Also included was a re-launch of Hockey Canada's kids' site, hockeycanada.ca/kids, which features everything from videos, games and quizzes to an interactive hockey card builder, hockey tips and information about Team Canada. Between May 15, 2010 and May 15, 2011, hockeycanada.ca/kids had one million page views, while the French site, hockeycanada.ca/jeunes, had over 138,000 page views.

INCLUDED IN THE MAIL-OUT WAS:

- A personalized Hockey Canada season planner featuring fun hockey-related activities and comic strips featuring Hockey Canada's official mascot, Puckster. The planner allows young players to track their games and practices and to enter contests throughout the year utilizing Facebook and Twitter.
- A collectable Puckster pin
- Team Canada and Canadian NHL team stickers

FEEDBACK FROM KIDS AND PARENTS

"You have hit a homerun...or should I say a hat trick. My three boys, ages 6, 8, and 10, all loved this package. The personalization on the calendar is FANTASTIC!!!! The information is useful and educational. My six-year-old says it is the best calendar he has ever had. Well done!!!!"

"I loved the smile on my eight-year-old's face when he opened his package. He spent the rest of the night reading and re-reading and going through the extra stuff. Loved the stickers and calendar is now hanging in the kitchen for all to see."





October 16, 2010 – Toronto, Ont. – (From L to R) National Sledge Team members Billy Bridges, Jordan Cullum, Ray Grassi, Greg Westlake and Adam Dixon celebrate Dixon's shootout winner, giving Canada a 1-0 victory over the United States and a win in the three-game series against its American rivals. Dixon scored the shootout winner in both Canadian victories in the three-game set.

LICENSING & MERCHANDISING

Team Canada's brand equity continues to gain market-share throughout Canada. Hockey Canada's emblem-icon continues to be one of the most recognizable sport brands in Canada. Officially licensed Team Canada product currently commands in excess of 11 per cent of the Canadian retail sport-licensed market share.

The brand is supported throughout the retail industry with 43 licensees in 13 product categories. Over 78 per cent of Hockey Canada's licensing partners are Canadian entities.

This past season, several innovative programs helped propel retail sales to heights not reached in the past 17 years. These initiatives proved to be extremely successful for Hockey Canada's official retail partner – SportChek. With more than 125 stores across the country, SportChek offered virtually all Canadians an opportunity to shop for their favorite fan-gear to cheer on Team Canada, no matter where they called home.

In addition, Hockey Canada's recent launch of its newest team member, a mascot named Puckster, has been warmly received by fans of all ages. Puckster is symbolic of the country's notable polar bear, albeit with a much more friendly face and personality. Licensed Puckster products are scheduled to be available at retail starting in the 2011 autumn retail season.

Hockey Canada's e-commerce platform, powered by Elastic Path Services, Inc., continued to offer a robust

online experience to Team Canada fans around the globe. Online shopping continues to grow at a double-digit rate.

Based in Vancouver, B.C., Elastic Path provides a dynamic merchandising experience for online shoppers with fashion-forward apparel, jerseys, souvenirs and fan-gear. The online shopping site is supported by state-of-the-art proprietary software that allows customers to shop with a real-time inventory tracker, an ever-changing product specials and timely delivery all via an ultra-secure website. Consumers are supported by bilingual customer representatives via telephone or email chat services.

Team Canada licensed products continue to exceed business expectations in all channels of distribution (online, bricks and mortar and at events). Fans can find licensed product in all retail categories across Canada, from traditional sport-specialty, to sporting goods, department and drug stores, mass merchants and independent shoppes. Products are offered also in tourism channels such as major Canadian airports, gift channels such as Hallmark Specialty stores and golf courses around the country.





December 26, 2010 – Buffalo, N.Y.
– Brayden Schenn carries the puck during Canada's tournament-opening 6-3 victory over Russia at the 2011 IIHF World Junior Championship. Schenn had a goal and an assist against the Russians and finished the tournament with eight goals and 10 assists, tying a 34-year-old Canadian record for points at a World Juniors and winning Top Forward and MVP honours.

FUNDING PARTNERS

On an annual basis Hockey Canada benefits from our relationship with the following funding partners. These agencies generously fund Hockey Canada to help the Association realize its goals in developing the game of hockey across our country and internationally.

Government of Canada – Sport Canada: Hockey Canada receives annual funding from Sport Canada to assist in administration, high performance, coaching and officiating development and managing national teams and championships. In addition, Sport Canada established the Own the Podium program to provide incremental funding in order to enhance Hockey Canada's and other winter sports chances of winning gold at the 2010 Olympic Winter Games in Vancouver. Due to the success of the program, funding under the Own the Podium program has been generously extended.

Saddledome Amateur Sport Fund: Hockey Canada is one of three beneficiaries of legacy funding from the decision to construct the Saddledome for the 1988 Olympic Winter Games in Calgary. The Saddledome Amateur Sport Fund has contributed \$750,000 annually to Hockey Canada, Calgary Parks and Recreation and Winsport to assist in benefiting sports in Calgary and throughout the province.

Province of Alberta: Hockey Canada and the Province of Alberta have a long history of mutually funding amateur

hockey in the province of Alberta. Based on the Calgary location of Hockey Canada's head office and the ongoing support and hosting of various events and programs throughout the province, the Province of Alberta has extended this agreement to generously provide annual funding from 2009-10 through 2013-14.

Seaman Hotchkiss Hockey Foundation (formerly Flames Project 75): The Seaman Hotchkiss Hockey Foundation focuses its support in assisting minor hockey development in both Alberta and across Canada. Funding is provided to Hockey Canada on a project-by-project basis to support the ongoing goals of the organization.

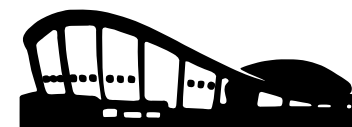
Other: Other funding agencies such as the Coaching Association of Canada and the Canadian Paralympic Committee provide annual support to Hockey Canada. In addition, the National Hockey League and the Canadian teams of the NHL continue to provide funding to aid in coaching, officiating and regional minor hockey development.



Canadian
Heritage

Patrimoine
canadien

Sport Canada



SADDLEDOME FOUNDATION

Alberta

SEAMAN HOTCHKISS
HOCKEY FOUNDATION



November 13, 2010 – St. John's, N.L. – U.S. goaltender Molly Schaus and defenceman Josephine Pucci look on as Canada's Rebecca Johnston celebrates her gold medal-winning overtime goal in the final of the 2010 4 Nations Cup. Johnston's goal gave Canada gold at the tournament for the second year in a row and 12th time in 15 attempts, dating back to the inaugural 3 Nations Cup in 1996.

FINANCE

The year ended June 30, 2010 featured another strong financial performance by Hockey Canada. It was certainly a busy year for the Association, with the Olympic Winter Games and Paralympic Winter Games in Vancouver, B.C., following hard on the heels of the 2010 IIHF World Junior Championship held jointly in Regina and Saskatoon, Sask.

Operationally, the Association showed a net profit of just under \$600,000. This profit was generated primarily through marketing rights and royalties which soared as a result of the excitement leading up to the Olympics, peaking with the capture of Olympic gold by both the men's and women's teams. This accomplishment, the first by a host nation, combined with the record-setting overall gold medal performance by Canadian athletes, resulted in unprecedented demand for the new and unique Hockey Canada jersey, leading to record royalties for the Association.

Another highlight of fiscal 2010 was the continued support of our funding partners in the provincial and federal

governments. Federally we continued to receive support through the Own the Podium program. These dollars allowed our high performance department to enhance and supplement both the men's and women's programs. Provincially, we are in the second year of a generous five-year agreement with the Alberta government. This funding allowed us to do many things, including the centralization of the National Women's Team in Calgary leading up to the Vancouver Games. There are many factors that lead to Olympic gold, and these two important partnerships certainly contributed to our success in Vancouver.

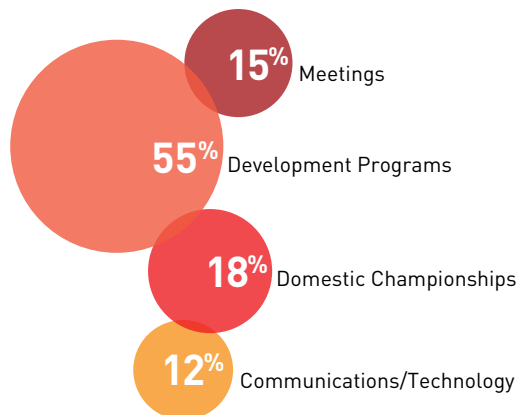
As noted above, the 2010 IIHF World Junior Championship was held in Saskatchewan during fiscal 2010. Of note is

the fact this was the second consecutive year that Canada hosted the holiday season tradition, following the record-setting performance of Ottawa in 2009. If there were any concerns that Canadian fans were becoming jaded by the number of events hosted in Canada, these were quickly put to rest. The event featured gross profits and net income greater than that generated in Ottawa, a phenomenal outcome for two smaller centres. As a result, there was a significant legacy left behind which will benefit Saskatchewan minor hockey and grassroots development for years to come. As per board policy, our other partners, the thirteen provincial branches and the Canadian Hockey League, also received significant legacies from the event.

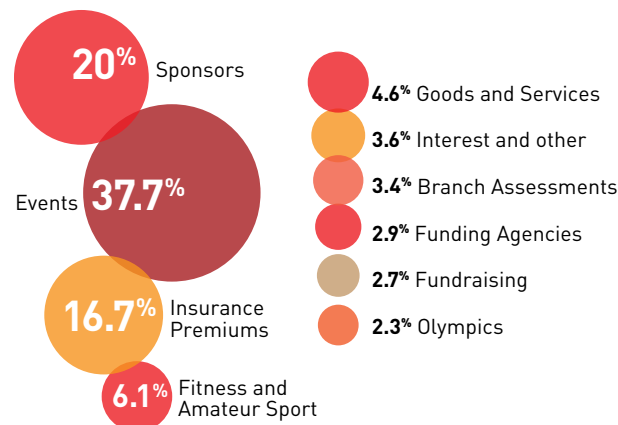
Finally, Hockey Canada was also able to continue to fill the five financial pillars previously established by the board to support issues important to Canadian hockey. These pillars include the Growth Fund, which supports the overall operations of Hockey Canada, the Facilities Fund to aid in the move to our new building, the Branch Support Fund, to allow for development at the branch level, the Insurance Rate Stabilization Fund, to cushion insurance rate increases, and the International Event Hosting Support Fund, which aids in securing additional international events.

Overall, it was another successful year both on and off the ice and Hockey Canada remains committed to providing a sound financial platform and exercising good stewardship of our assets as we move forward.

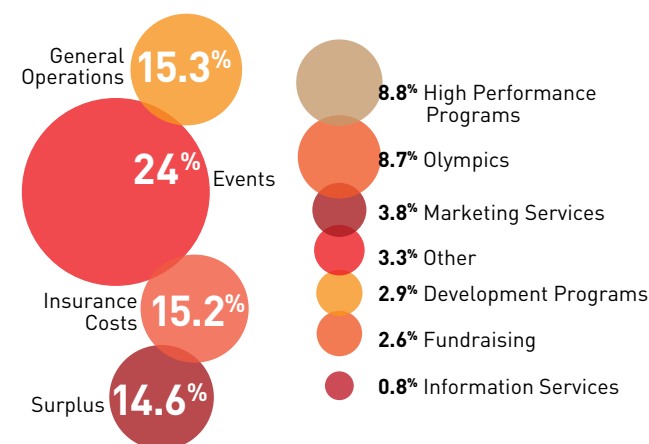
YOUR ASSESSMENT DOLLARS AT WORK



SOURCE OF FUNDS


















USE OF FUNDS


















REGISTRATION

The 2010/11 registration process uncovered duplicate registrations which had been historically recorded in our annual registration reports. When these duplicate registrations are removed from this year's report the actual registration total is 572,411 which represents an erroneous overall decrease of 4,666 players. If these duplicate registrations had not been removed the registration total for 2010/11 would have been 582,219 which would have reflected a year over year increase of 5,142.
















BRANCH REGISTRATION 2010-2011

BRANCH	HOUSE LEAGUE	UNIVERSITY	COLLEGE	SR. AAA & AA	SENIOR OTHER	ADULT REC- HOUSE	MAJOR JR.	JR.A	JUNIOR OTHER	HIGH SCHOOL	JUVENILE	INTERMEDIATE	MIDGET	BANTAM	PEEWEE	ATOM	NOVICE	INITIATION	PRE-NOVICE	TYKE	SLEDGE HOCKEY	SPECIAL NEEDS	NA	TOTAL
	64	—	—	503	1,315	329	—	376	1,000	—	943	—	8,158	7,095	7,734	7,322	6,928	908	3,814	28	—	—	583	47,100
	33	143	217	598	1,838	3,601	—	400	2,509	—	18	—	9,477	8,760	9,940	9,965	9,754	8,083	1,446	95	37	—	2,120	69,034
	—	49	—	28	3,466	787	—	286	505	—	—	—	4,343	3,506	3,909	4,200	4,224	3,807	—	27	—	—	17	29,154
	40	—	—	166	1,218	61	—	257	782	999	210	—	2,881	3,366	3,782	3,745	3,695	396	2,930	—	—	—	—	24,528
	—	24	—	50	21	100	—	77	150	74	44	—	681	725	832	798	698	720	—	—	—	—	98	5,092
	—	—	—	—	—	1,053	—	286	611	—	622	—	4,533	4,061	4,439	4,298	3,912	1,616	1,556	—	46	—	—	27,033
	1,501	—	—	374	5,595	1,649	201	848	2,196	—	6,036	2,630	34,709	34,002	35,462	33,007	24,675	3,886	2,395	20,656	—	45	1,404	211,271
	—	155	325	150	506	348	—	3,769	4,347	—	—	—	18,069	15,985	16,846	16,457	13,853	192	12,697	—	42	—	—	103,741
	—	—	—	—	226	1,536	—	97	274	—	74	—	2,488	2,428	2,695	2,396	2,382	1,813	—	—	—	—	4	16,413
	—	—	—	—	—	498	—	123	698	—	—	—	2,746	3,011	3,091	3,014	2,751	2,038	21	—	47	—	1	18,039
	—	—	—	—	206	511	—	20	314	—	—	—	1,059	893	767	748	635	587	—	—	—	—	15	5,755
	100	—	—	25	201	484	—	—	340	80	—	—	1,389	1,329	1,632	1,701	1,712	1,348	47	—	18	—	260	10,666
	36	—	—	—	—	1,449	—	—	70	4	—	—	310	259	266	240	237	218	—	—	—	—	39	3,128
	—	—	—	—	—	—	1,457	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	1,457
	1,774	371	542	1,894	14,592	12,406	1,658	6,539	13,796	1,157	7,947	2,630	90,843	85,420	91,395	87,891	75,456	25,612	24,906	20,806	190	45	4,541	572,411


BRANCH REGISTRATION – MALE & FEMALE 2010-2011

BRANCH		HOUSE LEAGUE	UNIVERSITY	COLLEGE	SR. AAA & AA	SENIOR OTHER	ADULT REC-HOUSE	MAJOR JR.	JR-A	JUNIOR OTHER	HIGH SCHOOL	JUVENILE	INTERMEDIATE	MIDGET	BANTAM	PEEWEE	ATOM	NOVICE	INITIATION	PRE-NOVICE	TYKE	SLEDGE HOCKEY	SPECIAL NEEDS	NA	TOTAL	BRANCH TOTAL
	M	40	—	—	412	249	244	—	376	984	—	838	—	7,099	6,159	6,713	6,446	6,002	833	3,386	—	—	—	487	40,268	47,100
	F	24	—	—	91	1,066	85	—	—	16	—	105	—	1,059	936	1,021	876	926	75	428	28	—	—	96	6,832	
	M	16	76	143	287	1,000	3,080	—	378	2,344	—	18	—	8,062	7,782	8,819	8,939	8,830	7,194	1,222	84	33	—	1,820	60,127	69,034
	F	17	67	74	311	838	521	—	22	165	—	—	—	1,415	978	1,121	1,026	924	889	224	11	4	—	300	8,907	
	M	—	24	—	28	3,302	661	—	286	505	—	—	—	3,590	2,997	3,253	3,569	3,661	3,223	—	25	—	—	—	25,124	29,154
	F	—	25	—	—	164	126	—	—	—	—	—	—	753	509	656	631	563	584	—	2	—	—	17	4,030	
	M	36	—	—	67	1,083	61	—	257	679	980	210	—	2,241	2,763	3,063	3,088	3,063	318	2,427	—	—	—	—	20,336	24,528
	F	4	—	—	99	135	—	—	—	103	19	—	—	640	603	719	657	632	78	503	—	—	—	—	4,192	
	M	—	24	—	50	21	100	—	77	150	74	44	—	656	670	756	697	590	612	—	—	—	—	79	4,600	5,092
	F	—	—	—	—	—	—	—	—	—	—	—	—	25	55	76	101	108	108	—	—	—	—	19	492	
	M	—	—	—	—	—	1,052	—	286	610	—	610	—	4,473	3,997	4,287	4,036	3,624	1,486	1,366	—	41	—	—	25,868	27,033
	F	—	—	—	—	—	1	—	—	1	—	12	—	60	64	152	262	288	130	190	—	5	—	—	1,165	
	M	1,415	—	—	33	11	1,646	201	845	2,192	—	5,963	4	27,828	26,675	27,943	26,639	19,689	3,378	2,247	18,659	—	38	509	165,915	211,271
	F	86	—	—	341	5,584	3	—	3	4	—	73	2,626	6,881	7,327	7,519	6,368	4,986	508	148	1,997	—	7	895	45,356	
	M	—	82	174	127	506	348	—	3,299	4,214	—	—	—	16,785	14,845	15,635	15,495	13,187	182	12,054	—	35	—	—	96,968	103,741
	F	—	73	151	23	—	—	—	470	133	—	—	—	1,284	1,140	1,211	962	666	10	643	—	7	—	—	6,773	
	M	—	—	—	—	226	1,342	—	97	274	—	68	—	2,213	2,186	2,314	2,107	2,098	1,608	—	—	—	—	2	14,535	16,413
	F	—	—	—	—	—	194	—	—	—	—	6	—	275	242	381	289	284	205	—	—	—	—	2	1,878	
	M	—	—	—	—	—	124	—	123	696	—	—	—	2,341	2,524	2,689	2,572	2,404	1,727	21	—	38	—	1	15,260	18,039
	F	—	—	—	—	—	374	—	—	2	—	—	—	405	487	402	442	347	311	—	—	9	—	—	2,779	
	M	—	—	—	—	92	373	—	20	313	—	—	—	709	638	594	574	534	476	—	—	—	—	15	4,338	5,755
	F	—	—	—	—	114	138	—	—	1	—	—	—	350	255	173	174	101	111	—	—	—	—	—	1,417	
	M	50	—	—	25	201	471	—	—	340	80	—	—	1,179	1,126	1,385	1,530	1,476	1,182	47	—	17	—	—	9,109	10,666
	F	50	—	—	—	—	13	—	—	—	—	—	—	210	203	247	171	236	166	—	—	1	—	260	1,557	
	M	24	—	—	—	—	1,266	—	—	70	4	—	—	277	227	223	205	199	155	—	—	—	—	29	2,679	3,128
	F	12	—	—	—	—	183	—	—	—	—	—	—	33	32	43	35	38	63	—	—	—	—	10	449	
	M	—	—	—	—	—	—	1,457	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	1,457	1,457
	F	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
	M	1,581	206	317	1,029	6,691	10,768	1,658	6,044	13,371	1,138	7,751	4	77,453	72,589	77,674	75,897	65,357	22,374	22,770	18,768	164	38	2,942	486,584	572,411
	F	193	165	225	865	7,901	1,638	—	495	425	19	196	2,626	13,390	12,831	13,721	11,994	10,099	3,238	2,136	2,038	26	7	1,599	85,827	
Branch Total		1,774	371	542	1,894	14,592	12,406	1,658	6,539	13,796	1,157	7,947	2,630	90,843	85,420	91,395	87,891	75,456	25,612	24,906	20,806	190	45	4,541	572,411	

REGISTRATION BREAKDOWN

BRANCH		1997-98	1998-99	1999-2000	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
	M	45,012	41,773	38,387	37,991	39,506	38,802	39,118	36,245	37,711	37,748	38,383	39,495	39,549	40,268
	F	2,405	3,822	3,751	4,406	4,741	5,321	6,075	4,305	6,282	6,355	6,644	6,722	6,748	6,832
	T	47,417	45,595	42,138	42,397	44,247	44,123	45,193	40,550	43,993	44,103	45,027	46,217	46,297	47,100
	M	55,735	54,645	54,296	53,275	53,245	52,774	55,023	53,128	52,409	53,997	54,568	56,133	56,316	60,127
	F	2,133	3,442	4,462	4,725	5,137	6,882	4,635	6,444	6,701	6,956	7,930	8,438	8,468	8,907
	T	57,868	58,087	58,758	58,000	58,382	59,656	59,658	59,572	59,110	60,953	62,498	64,571	64,784	69,034
	M	32,193	31,625	30,521	29,598	29,326	29,009	28,915	25,584	24,150	24,008	23,162	24,902	24,773	25,124
	F	1,174	1,640	1,703	1,992	2,138	2,234	2,449	4,170	3,863	3,949	3,751	4,099	4,022	4,030
	T	33,367	33,265	32,224	31,590	31,464	31,243	31,364	29,754	28,013	27,957	26,913	29,001	28,795	29,154
	M	23,733	23,738	23,449	22,720	22,133	23,295	21,835	20,991	19,934	19,973	20,114	20,098	20,430	20,336
	F	2,264	2,773	2,911	2,981	3,259	2,888	3,112	3,666	3,538	3,769	4,146	4,137	4,233	4,192
	T	25,997	26,511	26,360	25,701	25,392	26,183	24,947	24,657	23,472	23,742	24,260	24,235	24,663	24,528
	M	5,874	5,678	5,798	5,510	5,479	5,544	5,168	5,004	5,343	4,615	4,986	5,037	4,975	4,600
	F	174	213	205	104	181	200	295	328	—	408	465	487	496	492
	T	6,048	5,891	6,003	5,614	5,660	5,744	5,463	5,332	5,343	5,023	5,451	5,524	5,471	5,092
	M	22,299	22,147	22,938	27,413	27,729	27,581	28,528	22,872	27,683	24,063	24,215	24,741	25,593	25,868
	F	—	1	—	—	—	—	—	861	975	943	988	1,034	1,040	1,165
	T	22,299	22,148	22,938	27,413	27,729	27,581	28,528	23,733	28,658	25,006	25,203	25,775	26,633	27,033
	M	168,459	156,611	155,614	164,006	168,701	165,164	171,523	182,028	186,694	172,993	175,568	187,204	175,258	165,915
	F	15,416	19,237	23,114	28,119	30,280	34,642	36,833	27,950	35,226	38,539	40,249	46,205	46,109	45,356
	T	183,875	175,848	178,728	192,125	198,981	199,806	208,356	209,978	221,920	211,532	215,817	233,409	221,367	211,271
	M	91,172	88,570	85,686	83,804	86,341	88,674	95,235	82,852	83,215	90,304	94,001	94,430	96,859	96,968
	F	2,235	2,715	2,934	3,600	3,326	3,142	3,543	5,557	5,609	6,165	6,018	6,415	6,601	6,773
	T	93,407	91,285	88,620	87,404	89,667	91,816	98,778	88,409	88,824	96,469	100,019	100,845	103,460	103,741
	M	14,187	14,636	15,086	15,099	15,176	15,027	13,616	16,241	14,579	12,831	14,612	14,748	15,116	14,535
	F	1,013	1,096	1,412	1,571	1,601	1,663	1,288	1,692	1,376	1,651	1,484	1,838	1,806	1,878
	T	15,200	15,732	16,498	16,670	16,777	16,690	14,904	17,933	15,955	14,482	16,096	16,586	16,922	16,413
	M	14,965	15,286	15,078	15,147	14,797	14,846	14,833	15,639	15,237	15,508	15,387	15,262	15,409	15,260
	F	777	1,138	1,269	1,578	1,759	1,908	1,967	2,171	2,250	2,261	2,432	2,675	2,832	2,779
	T	15,742	16,424	16,347	16,725	16,556	16,754	16,800	17,810	17,487	17,769	17,819	17,937	18,241	18,039
	M	4,557	4,609	4,459	4,530	4,453	4,378	4,469	4,043	4,529	4,530	4,562	4,391	4,346	4,338
	F	684	697	701	884	861	1,326	1,469	1,421	1,495	1,403	1,517	1,457	1,403	1,417
	T	5,241	5,306	5,160	5,414	5,314	5,704	5,938	5,464	6,024	5,933	6,079	5,848	5,749	5,755
	M	8,702	8,559	8,137	7,500	7,752	8,304	7,657	7,614	7,248	7,596	7,735	8,152	8,519	9,109
	F	526	723	714	762	933	557	557	1,168	1,074	685	1,296	1,314	1,408	1,557
	T	9,228	9,282	8,851	8,262	8,685	8,861	8,214	8,782	8,322	8,281	9,031	9,466	9,927	10,666
	M	3,094	2,789	2,497	2,953	2,778	3,121	3,009	3,261	3,261	2,869	2,913	3,400	2,916	2,679
	F	230	251	245	383	347	414	417	517	1,168	707	541	487	458	449
	T	3,324	3,040	2,742	3,336	3,125	3,535	3,426	3,778	4,429	3,576	3,454	3,887	3,374	3,128
	M	—	—	—	—	—	—	1,308	1,318	1,364	1,411	1,324	1,378	1,394	1,457
	F	—	—	—	—	—	—	—	—	—	—	—	—	—	—
	T	—	—	—	—	—	—	1,308	1,318	1,364	1,411	1,324	1,378	1,394	1,457
	M	489,982	470,666	461,946	469,546	477,416	476,519	490,237	476,820	483,357	472,446	481,530	499,371	491,453	486,584
	F	29,031	37,748	43,421	51,105	54,563	61,177	62,640	60,250	69,557	73,791	77,461	85,308	85,624	85,827
	T	519,013	508,414	505,367	520,651	531,979	537,696	552,877	537,070	552,914	546,237	558,991	584,679	577,077	572,411

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Aboriginal Sport Circle
Akwasasne Mohawk Territory
34 McCumber Road, Unit 7
Akwasasne, ON K6H 5R7
www.aboriginalsportcircle.ca



Canadian Interuniversity Sport
801 King Edward, Suite N205
Ottawa, ON K1N 6N5
www.cis-sic.ca



Canadian Amputee Hockey Committee
www.canadianamputeehockey.ca



Canadian Armed Forces
National Defence Headquarters
MGen George R. Pearkes Building
101 Colonel By Drive
Ottawa, ON K1A 0K2
www.forces.gc.ca



International Ice Hockey Federation
Brandschenkestrasse 50,
Postfach, 8027 Zurich, Switzerland
www.iihf.com



National Hockey League
1185 Avenue of the Americas
New York, NY 10036
www.nhl.com



Canadian Ball Hockey Association
5 - 56 Pennsylvania Avenue
Concord, ON L4K 3V9
www.cbha.com



National Hockey League Players' Association
20 Bay Street, Suite 1700
Toronto, ON M5J 2N8
www.nhlpa.com



Canadian Deaf Ice Hockey Federation
4176 Colonial Drive
Mississauga, ON L5L 4B9
cdihf.deafhockey.com



National Inline Hockey Association - Canada
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