



Kids Help Phone 

NHLPA, KIDS HELP PHONE ANNOUNCE THREE-YEAR PARTNERSHIP

The scope of collaboration includes community engagement, education for Canadian youth as well as philanthropic support

TORONTO (Nov. 21, 2018) – The National Hockey League Players’ Association (NHLPA) and Kids Help Phone are proud to officially announce a three-year partnership, with a strong focus on community engagement and educating youth in Canada. This collaboration began with the 2017-18 hockey season and will continue through the 2019-20 season.

Together, the NHLPA and Kids Help Phone are working to educate youth across the country about the importance of mental health and well-being, while drawing awareness to Kids Help Phone/ Jeunesse J’écoute’s life changing and saving services and resources.

“There’s nothing more Canadian than hockey, and with the support of the NHLPA, Kids Help Phone continues to improve the lives and well-being of young people in Canada,” says Katherine Hay, President & CEO, Kids Help Phone. “It takes courage for a young person to reach out to us, and it takes courage for the community to stand behind and support them. With this partnership, the NHLPA is fueling Kids Help Phone by inspiring our youth to reach out for support. The compassion and dedication the NHLPA has demonstrated for young people is a true testament of how much more we can support youth when we work together, to ensure we are able to always be there for young people in need.”

As a part of Kids Help Phone’s [Giving Tuesday campaign Nov. 27](#), the NHLPA has pledged philanthropic support as the Matching Donor. Funds were raised for Kids Help Phone in partnership with the NHLPA’s 26th annual Charity Golf Classic. The total impact of the NHLPA’s matching donation to Kids Help Phone will be announced following Giving Tuesday.

“Mental health affects everyone, and pro athletes are certainly not immune,” said **Mathieu Schneider**, NHLPA Special Assistant to the Executive Director. “Kids Help Phone offers incredible resources for youth across Canada. In addition to raising funds at the 2018 NHLPA Golf Classic, players are glad to share their stories and words of encouragement to, hopefully, inspire those who may need help to reach out.”

The partnership is highlighted by content featuring NHLPA members on important topics related to mental health and well-being. During the 2017-18 hockey season, a first series of articles were published, featuring **Patrice Bergeron, Erik Gudbranson, Zach Hyman and Zack Smith**.

This season’s features will again focus on topics relatable to both NHLPA members, families and youth nationwide, such as finding and following your passion; balancing friends and family; being a team player while managing competitiveness; and dealing with expectations. For the first of this year’s five-part monthly series of articles – launching today on [kidshelpphone.ca](#) and [NHLPA.com](#) – NHLPA members **Jake Gardiner** and **Travis Hamonic** discuss the importance of giving back to your community.



Kids Help Phone and the NHLPA are also focused on engaging youth in Canadian communities who participate in select NHLPA Goals & Dreams events, as well as recognizing the vital work of Kids Help Phone's professional counsellors and volunteer Crisis Responders.

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About Kids Help Phone

Kids Help Phone is Canada's only 24/7 national service offering professional counselling, information, referrals and volunteer-led text-based support for young people. Kids Help Phone's free, anonymous services are available in both English and French. Kids Help Phone is a registered Canadian charity, and raises the majority of revenue from individuals, foundations, corporations, and community fundraising.

About the National Hockey League Players' Association

The National Hockey League Players' Association (NHLPA), established in 1967, is a labour organization whose members are the players in the National Hockey League (NHL). The NHLPA works on behalf of the players in varied disciplines such as labour relations, product licensing, marketing, international hockey and community relations, all in furtherance of its efforts to promote its members and the game of hockey. In 1999, NHLPA Goals & Dreams was launched as a way for the players to give something back to the game they love. Over the past 19 years, more than 80,000 deserving children in 34 countries have benefited from the players' donations of hockey equipment. NHLPA Goals & Dreams has donated more than \$24 million to grassroots hockey programs, making it the largest program of its kind. For more information on the NHLPA, please visit www.nhlpa.com.

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