



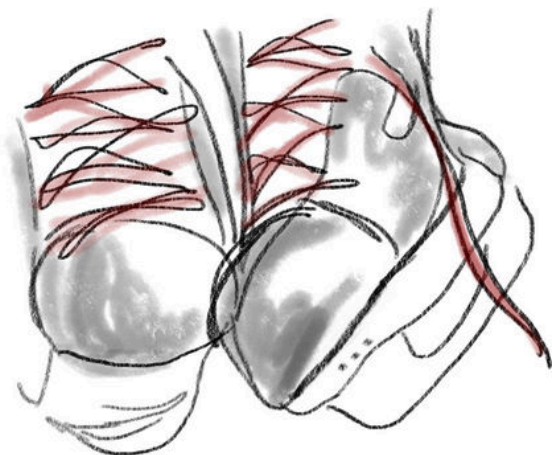
PLAYER INFORMATION PACKAGE

A face-off between Calgary physicians and medical students
on the ice with the goal of raising money for cancer research

THE INITIATIVE

Stick It To Cancer has partnered with the **Canadian Cancer Society** to match every dollar raised in donation to cancer research at the **Neri Lab** in the University of Calgary. Dr. Paola Neri and her team are revolutionizing cancer care through development of novel therapeutics to treat multiple myeloma, a currently incurable condition. Dr. Neri is a **rising star** in cancer research and received the Ken Anderson Young Investigator Award from the International Myeloma Society in 2021.

Be part of the action! Through community engagement, cancer advocacy, and rivalry, **Stick It To Cancer** will go beyond a charity hockey game and will dive into patient stories, local partnerships, physician perspectives, networking, and local cancer research.



Dr. Paola Neri

EVENT HIGHLIGHTS

Medical student X
doctor rivalry

Merchandise sales
(i.e. custom scrub
caps, T-shirts with
patient drawings)

Community
involvement with
emphasis on
personal stories

Customized
jerseys and
exciting
atmosphere

JOIN THE HOCKEY TEAM!

WE WANT YOU ON OUR TEAM!

- Play for a crowd on the ice at the Stick It To Cancer Hockey game
- Bring your family, friends, colleagues and community
- Support those diagnosed with or who have survived cancer

PERSONAL BENEFITS

- Custom Stick It To Cancer Jerseys
- Player photo shoot
- Family friendly event
- Exclusive After Party

[Sign Up Here](#)



THE COMMITMENT

PLAYER FEE: 25\$

Includes: ice time, custom jersey and 1 ticket to the “Stick Around” After Party

AVAILABILITY ON MARCH 22ND, 2025

**PROVIDING ONE’S OWN HOCKEY
EQUIPMENT**

FUNDRAISING
(outlined on page 5)

EVENT DETAILS

Date: March 22nd, 2025

Stick It To Cancer Hockey Game:

- **Location:** MaxBell Centre — Ken Bracko Arena
 - 2 change rooms per team
- **Parking:** free!
- **Goal Attendance:** 1500
- **Time:** 4-9 pm
 - 4 - 4:30 pm: player arrival
 - 6 pm: puck drop
 - Estimated end time: 9pm

“Stick Around” After Party (optional):

- **Time:** 9 pm
- **Location:** TBD
- **Ticket Cost:** included with player fee
 - estimated to be ~25\$ for friends and family
- **Age:** (18+)
- **Who gets priority invitation:** players (and their family and friends), SITC executive committee (and their family and friends), volunteers, cancer community patients and survivors, and sponsors
- **Description:** appetizers (included), drinks, team and player award ceremony, speakers from the cancer community, networking, and fun!



The Hockey Game
Through the Lens of your
Family and Friends
(aka your fans!)

Ticket price: \$10
(\$5 early bird before Feb 1st)

Event doors open: 5 pm

Concession stand open

Cold Garden Alcoholic

Beverages

1\$ from every drink donated!

Raffle

Merchandise Sales

Sponsorship booths

Intermission events on ice

Seat prizes

Invitation to the “Stick
Around” After Party (18+)

OUR GOAL

Fundraise \$50,000 to be donated to the **Neri lab** in partnership with the Canadian Cancer Society (CCS)

The CCS will match every dollar raised!

PLAYER FUNDRAISING

Individual Fundraising

- We encourage players individually fundraise for the event with a minimum goal of \$100.
- The top 3 fundraisers will receive a \$100, \$50, or \$25, gift card for a local Calgary restaurant.

Team Fundraising

- As part of the rivalry, teams will compete against one another to see who can raise the most!
- The winning team will receive free SITC merchandise.
- At the After Party, player and team awards will be recognized and celebrated.

**THANK YOU VERY MUCH FOR YOUR
TIME AND CONSIDERATION**



[Sign Up Here](#)

Website stickittocancer.ca
Email medstickittocancer@gmail.com
Instagram [medstickittocancer](https://www.instagram.com/medstickittocancer)

