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WBM Connects NHL Players to the Children of Local Communities



“Bringing our Game Home to Saskatchewan” saw WBM bring the New York Islanders Training Camp to Saskatoon, with a special emphasis on at-risk and less privileged youth.

“We saw the training camp as a great chance to take the kids to the Islander practices and exhibition games so they could meet the players and talk with them one on one, said Cory Bailey, WBM’s PR/Marketing Manager. “Our hope was to inspire these kids, to show them that we believe in them and that their dreams can be reached. We really wanted to provide something that would have a lasting impact while benefitting as many children as possible.”

Exhibition games featuring the Tampa Bay Lightning, Ottawa Senators, Edmonton Oilers and Calgary Flames put the NHL players in touch with children from inner city schools. The students were able to meet the players and ask them questions, with all money raised going to the Regina and Saskatoon Food Banks, and WBM’s partner children’s

foundation 'Care and Share'.

Working with the Islanders, WBM created two new Kinsmen Hockey League teams comprised of children who wouldn't otherwise have an opportunity to play organized sport. The teams were outfitted with official New York Islanders equipment, signed by team captains Doug Weight and Brendan Witt.

"The impact of this donation of equipment and coming face-to-face with their hockey heroes can't help but build dreams of great futures," said Sandi Meldrum, Care & Share's Executive Director. "This was witnessed first hand from the smiles on the faces of the hundreds of children who attended the games and practices. It is partnerships like this with WBM which allows Care & Share to help bring hope and dignity each day to the many less-fortunate children in our city."