



Presented by



ALZHEIMER'S FACE OFF PRO-AM

APRIL 25-27, 2025

Terwillegar Recreation Centre Arenas
Edmonton, Alberta



REGISTER YOUR TEAM TODAY | DRAFT AN NHL ALUMNI FOR YOUR TEAM!

The Alzheimer's Face Off presented by Christenson Communities Ltd. is an Edmonton-based tournament that pairs hockey enthusiasts with some of their favorite NHL Alumni. This fun-filled weekend event focuses on raising funds to enable the Alzheimer Society of Alberta and Northwest Territories to continue to provide help for today through free education programs and support services for those living with dementia and their families and hope for tomorrow through research initiatives happening right here in Alberta.

To celebrate your efforts, you and your teammates will be treated to an experience of a lifetime!

THE CAUSE

Currently, more than 62,000 Albertans are living with dementia. The Alzheimer Society of Alberta and Northwest Territories is here to help.

The Alzheimer Society of Alberta and Northwest Territories brings awareness to Alzheimer's disease and other dementias; helps alleviate the personal and social consequences of the disease; provides education and support programs; and, promotes and funds research into the cause, prevention and cure.

It's never too early or too late to reach out. We are here to support along every step of the journey.

Contact us toll-free at 1-866-950-5465, help@alzheimer.ab.ca, or visit our website at www.alzheimer.ab.ca

THE EVENT

CHAMPIONS LUNCHEON – Hosted at the Edmonton Convention Centre in Hall D, the weekend kicks off with an unforgettable luncheon where former NHL players are honoured and profiled. Tables on sale now!

DRAFT NIGHT – The highlight of the weekend for many, this high-energy event replicates the NHL Draft as teams draft their favourite player to join their team for the weekend. This ticketed event is exclusive to registered teams, NHL Alumni, and tournament sponsors. The more funds your team raises, the higher you draft. Once you've called your NHL Alumni on stage, the rest of the evening is for your team to game plan and share stories with your new ringer!

THE TOURNAMENT – Participants play alongside high-profile NHL Alumni in a friendly hockey tournament at Terwillegar Recreation Centre Arenas. Teams will play three games over the weekend (typically two on Saturday and one on Sunday).

Q&A

1. WHO CAN PLAY IN THE PRO-AM?

Teams of all skill levels are welcome.

2. HOW DO I SIGN UP FOR THE TOURNAMENT?

The captain must sign up first to establish the team, followed by the sign up of the players

3. HOW MUCH DOES IT COST?

The entry fee is: \$250 - Before December 15, 2024
\$299 - After December 15.

4. WILL I RECEIVE A TAX RECEIPT?

No, you will receive great value for your nominal registration fee.

5. HOW MUCH DOES MY TEAM NEED TO RAISE?

In total teams must raise \$25,000.

6. HOW CAN WE RAISE A MINIMUM OF \$25,000?

Your team can host fundraising events, seek on-line donations, sell tables to the Champions Luncheon, or approach corporate sponsors and the amounts will be credited to your individual and team fundraising totals.

For more information on sponsorship please contact Erin Martyshuk at emartyshuk@alzheimer.ab.ca or 587-520-9581.

7. HOW MANY GAMES DO WE PLAY?

Minimum 3 games

8. WHAT EQUIPMENT DO I NEED?

All games are played with full hockey equipment

9. WHAT ARE SOME OF THE BENEFITS THAT PLAYERS WILL RECEIVE?

- A Commemorative Jersey
- A Photo with their team/NHL Alumni
- Invitation to Draft Night
- A Commemorative Gift
- NHL Locker Room Treatment (Toiletries, Towel Service etc.)
- Food/Beverage at Terwillegar Recreation Centre
- Opportunity to spend the weekend with a former NHL great!

10. WHICH NHL ALUMNI PLAYERS ARE COMING?

We will once again be putting together a stellar list of NHL Alumni to participate in the 2025 event. Please check the website for regular updates.

11. HOW MANY PLAYERS ARE REQUIRED ON A TEAM?

Maximum 17

12. HOW MANY TEAMS ARE IN THE TOURNAMENT?

Maximum 24

13. WHEN IS DRAFT NIGHT AND HOW DOES IT WORK?

Draft Night is April 25th. All registered teams and draft eligible NHL Alumni playing in the tournament will be invited to this exclusive event. Teams draft players in the order in which the team finished the fundraising competition.

14. WHO IS INVITED TO DRAFT NIGHT?

To keep the draft night exclusive, only registered players and NHL Alumni are invited to draft night. We would kindly ask that you respect this request.



alzheimersfaceoff.ca