



FOR IMMEDIATE RELEASE

GORDIE HOWE C.A.R.E.S. PRO-AM HOCKEY TOURNAMENT - *Seventh annual tournament raised funds for awareness for Alzheimer's*

CALGARY (Wednesday, April 19, 2017) - The 2017 Gordie Howe C.A.R.E.S. Pro-Am Hockey Tournament held in Calgary raised gross proceeds of over \$1 million bringing the seven year total for the event to over \$7 million. This world-class event took place April 7 to 9 at Winsport Arena and brought together local amateur hockey players and notable NHL Alumni. Net proceeds raised at the event will benefit the Gordie Howe C.A.R.E.S. Center for Alzheimer's Research and Education Society to be located in the brand new Fish Creek Park Manor Village located in SE Calgary, which is set to open in Spring of 2018.

The two-day tournament saw hockey enthusiasts play alongside NHL legends in a fun filled weekend while raising much needed funds and awareness for Alzheimer's and dementia related illnesses.

"This certainly has been a tumultuous and interesting 2017 in terms of our economic engines, political unrest and over all well-being for Albertans. As we all learn to understand and deal with what may very well be the new normal, the challenges for not-for-profits and key societal issues are only going to become that much more of a concern, creating tremendous pressures on charities ability to operate, as well as the fundraisers, donors and sponsors. We are thrilled not only to host another successful tournament in times like these, but also be able to contribute over \$1million in this economy", said Allan Klassen, Senior Vice President, Calgary Housing, Brookfield Residential and Executive Chair of the Pro Am Tournament and Chair of the Gordie Howe C.A.R.E.S. Board of Directors.

We would also like to take this opportunity to welcome Jay Haralson, as the new volunteer Chair of the Gordie Howe C.A.R.E.S. Pro-Am Tournament. Jay is the Director and Team Lead of Private Banking at Scotia Bank Wealth Management and an active philanthropist, lending his skills and support to various charitable causes, including the Scotiabank Charity Golf Classic, which he co-chairs. Now in its 22nd year, the Golf Classic has raised hundreds of thousands for Calgary charitable organizations and, in 2017, will benefit Gordie Howe C.A.R.E.S. together with Sheldon Kennedy Child Advocacy Centre and the Calgary Flames Foundation. Jay has been a driving force behind the Pro Am Tournament in Calgary and has given of his time, talent and treasure as a player and a volunteer committee member since the beginning. We are excited about the leadership Jay will bring to the Pro Am.

Dementia related illnesses, including Alzheimer's, are among the most rapidly escalating health crises facing our society. The direct and ripple impact of these devastating, terminal diseases touches an ever growing number of Canadians. More than 40,000 Albertans currently live with Alzheimer's or dementia; every five minutes someone receives a new diagnosis. Without effective prevention and treatment, this number will more than double to over 100,000 in next 15 years. Associated public health costs are expected to spiral to as much as \$75 billion in Alberta. There are few among us who do not have a personal story of how Alzheimer's and dementia has touched our lives. Gordie Howe C.A.R.E.S. is responding to this crisis through innovation in care, support, education and prevention. The Gordie Howe C.A.R.E.S. Pro Am Hockey Tournament provides vital support to this mission.

For more information about the Gordie Howe C.A.R.E.S. Pro-Am Hockey Tournament and the full list of participating NHL Alumni, please visit <http://www.gordiehowecaresproam.com>

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