



## Hockey Winnipeg

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### FOR IMMEDIATE RELEASE

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#### Hockey Winnipeg Announces restructure of AA Hockey Programs

**Winnipeg, MB-** It is with great pleasure to announce that Hockey Winnipeg, in conjunction with the Executive Members, have agreed in principle to restructure the current AA hockey programs for the 2024-25 hockey season. The creation of a new AA/AAA Council, co-chaired by Mike Segal and Russ Cassidy, will drive the development of this new AA/AAA hockey program.

This restructuring brings together the best resources, expertise, and talent from **Hockey Winnipeg's** existing AA/AAA programs, creating an integrated and cohesive hockey community. By re-aligning the area associations under (3) banners, like AAA, the organization will be able to pool its resources, streamline operations, and maximize developmental potential for its players.

The newly formed AA/AAA council will focus this new approach around:

1. **Increased Coaching and Player Development:** The consolidation will enable the organization to bring together highly skilled coaching staffs dedicated to nurturing talent and promoting player growth. With combined knowledge and experience, the coaches will create a comprehensive development program that focuses on technical skills, tactical awareness, and personal growth.
2. **Enhance Competitive Opportunities:** By consolidating the AA/AAA hockey program, Hockey Winnipeg will provide players with increased exposure to competitive tournaments, showcases, and scouting events. The (3) areas will have a stronger and more balance representation in regional and national competitions, offering players a platform to showcase their abilities to a broader audience, including college and junior hockey programs.
3. **Improved Resources and Facilities:** The consolidation will allow Hockey Winnipeg to optimize the utilization of resources and facilities. By centralizing operations, the organization can allocate resources more efficiently, ensuring access to training facilities, ice time, and specialized trainers to facilitate player development.
4. **Stronger Sense of Community:** The consolidation will foster a stronger sense of community among players, families, coaches, and supporters. By uniting under established branding and alignments, participants will have the opportunity to forge new friendships, build camaraderie, and create lasting memories both on and off the ice.

Hockey Winnipeg is committed to ensuring a smooth transition for everyone involved. The restructuring process will include open and transparent communication, detailed information sessions, and opportunities for players and families to provide feedback and ask questions.

This change represents a significant step forward for Hockey Winnipeg as it reaffirms its commitment to providing the best possible hockey experience for its participants. The organization believes that this strategic move will have a transformative impact on its AA hockey program.

Mike Segal, AA Council Chair

Russ Cassidy, AAA Council Chair