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Debut of IME’s 2015 City Y’d Street Hockey Tournament to benefit youth programs at Lethbridge YMCA

The University of Lethbridge’s Integrated Management Experience (IME) program is challenging local businesses to take to the street – and play some hockey in support of the YMCA.

The IME program presents the 2015 City Y’d Street Hockey Tournament, a fundraising initiative created to provide much-needed funds for the YMCA’s Strong Kids campaign. Scheduled for Saturday, Apr. 11 in the parking lot of the Church of Jesus Christ of Latter Day Saints (2410 28 Street S), the group aims to attract 12 local businesses or teams to participate in the 4-on-4 street hockey event.

“Each year the IME program takes on a fundraising project as part of its curriculum,” says Karly Hesch, the vice-president external of IME. “The program is built on a foundation of community, theory and practice and more than anything, it teaches that students have the ability to affect positive change in the world.”

Since the program began in 2000, more than \$150,000 have been raised towards community development through student-initiated community projects.

The group settled on a street hockey tourney as its fundraising vehicle this year, and plans to raise money through the \$500 entry fee, various levels of sponsorship packages and community donations.

The event itself is relatively simple. The group is looking for 12 teams consisting of a minimum of six players per entry. Games are played in a 4-on-4 format (three players, one goalie) and last for 20 minutes, running time. A round robin elimination style bracket will guarantee teams a minimum of three games each, with friendly competition the overriding theme.

“We want this day to be about community and bringing people together to support a very worthy cause and have some fun doing so,” says Hesch. “One of the wrinkles we’ve introduced to the tourney is that once a game is over, the losing team has an

opportunity to buy a tie result by donating \$50 for every goal they are behind, forcing a sudden death overtime period. Likewise, if the winning team doesn't want to play overtime, they can buy back the win by matching the losing team's donation."

Hesch adds that the entire day will have a festival atmosphere with the Flyin' Hawaiian Food Truck on site and an ongoing silent auction.

Tournament rules and regulations, as well as sponsorship packages and entry forms can be acquired by contacting organizers at imehockey2015@gmail.com.

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