



W. GRAEME ROUSTAN JOINS ADVISORY BOARD OF PLAY ON! CANADA

Former Chairman of Bauer Performance Sports Ltd. to advise on the future of Canada's largest annual participatory sports event

October 5, 2017 – Play On! Canada is pleased to welcome W. Graeme Roustan as a new member of its Advisory Board.

W. Graeme Roustan is a graduate of the Institute of Corporate Directors at the University of Toronto, and a National Association of Corporate Directors Leadership Fellow. In 2008, he led the group which acquired Bauer Hockey from Nike for \$200 Million. In 2011, while serving as its Chairman, he oversaw Bauer Performance Sports Ltd.'s initial public offering on the Toronto Stock Exchange. Graeme is the Principal at Roustan Capital. He sits on the Board of Governors of the Canadian Women's Hockey League, and also is an Olympic Supporter on the Canadian Olympic Committee.

"Serving organizations dedicated to the growth of the game of hockey in Canada has been and will always be a passion of mine," said Roustan. "Play On! is another fine organization that I am pleased to be associated with."

Now in the planning stages for its fifteenth anniversary season in 2018, Play On! is the largest annual participatory sports event in Canadian history. Designed to capture the spirit of fun in sport, it provides access and opportunity for anyone to play street hockey in a highly organized and distinctively Canadian setting. The program has attracted an estimated 2.5M Canadians to the 170 events held to date, and holds the Guinness World Record as the largest street hockey event in the world. Play On! Canada is a not for profit organization with a mandate to "promote the importance of play by producing and supporting events that provide Canadians with positive introductory sport experiences."

Play On! has been championed by the CBC's Hockey Night in Canada since 2007. The national series is also sponsored by Booster Juice, VIA Rail, GoodLife Fitness, JVCKenwood, TimberMart, Driving Force, and Culligan Water. The official national charitable partners for Play On! in 2017 were the Boys & Girls Clubs of Canada and Canadian Blood Services.

For more information:

Play On! Canada

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