

Press Release

For immediate release

SECOND ANNUAL "GAME ON TO BEAT BREAST CANCER"

(Montréal, QC) Tuesday, November 7, 2011 – The Montreal Stars will host their American rivals, the Boston Blades, for the highly anticipated 2nd annual "Game on to beat breast cancer," a special fundraiser event to raise awareness and proceeds for the Quebec Breast Cancer Foundation (FCSQ).

Montreal Stars vs. Boston Blades
Saturday, November 19
3 pm (2:30 pm on-ice warm-up)
Étienne-Desmarteau Arena (3430, de Bellechasse)
All proceeds benefit the Quebec Breast Cancer Foundation

The Montreal Stars are thrilled to invite you to its second annual showcase fundraiser game against the Boston Blades. This exciting cross-border hockey weekend will feature **11 Olympians** in action, and aims at raising funds and awareness for a cause close to the players' hearts: the Quebec Breast Cancer Foundation (FCSQ).

Featuring the top two clubs in the Canadian Women's Hockey League (CWHL), Montréal's defending Clarkson Cup winning squad features Olympians **Caroline Ouellette, Sarah Vaillancourt, Meghan Agosta, Catherine Ward** and **Julie Chu** (Team USA) and has already recorded 2 straight wins this season. The Boston Blades, comprised of 6 Olympians and several ex-college stars, includes notable American players like **Gigi Marvin, Caitlin Cahow, Kacey Bellamy, Molly Schaus, Kelli Stack** and **Erika Lawler**. The team has won 3 of their first 4 games this season (bios attached).

In addition to giving an outstanding effort on the ice, the Montréal-based players will fight for a cause that has touched many on the team. Breast cancer is the most common cancer among women 20-49 and now affects one out of nine women in this country. To pay tribute to those touched by the disease, the Montreal Stars will wear pink uniforms, including specially designed Bauer-donated jerseys during the warm-up and first period. Later on in the game, these will be auctioned off to fans.

The Stars are inspired to be joined again this year by the **Two-Abreast dragon boat racing team**, comprised entirely of breast cancer survivors, who will help coordinate the event as volunteers. The Stars will also welcome the students and teachers of the **Collège Regina Assumpta** in Ahuntsic, who are devoting their 2011-12 school year to an innovating initiative known as **Carrément Rose** (<http://carrementroseconcept.tumblr.com/>), an artistic and athletic project involving 453 students, their families and friends.

The project aims to raise awareness about breast cancer by encouraging special art and sporting assignments, and in which Stars assistant captain, **Caroline Ouellette**, has been the school's health and wellness ambassador. During the game, the college's choir will sing the national anthems, a dance group *Tendances urbaines* will provide intermission entertainment with a live performance on the ice and the college's elite team, the *Panthères roses*, will showcase their hockey skills against the Stars in a very special short post-game match-up between the school's co-ed squad and the Montreal Stars.

Spectators will also be able to bid on the numerous one-of-a-kind items in the **silent auction**, including Team Canada autographed paraphernalia, a signed **Alexander Ovechkin** Washington Capitals jersey, **Habs tickets** and the artwork created through the *Carrément Rose* project, which includes 15 original photographs of personalities and family members of students affected directly by breast cancer. There will also be an opportunity to meet all the players on both teams (and see a real-life Olympic gold medal) in the post-game autograph session.

In order to raise funds for the Quebec Breast Cancer Foundation, ENTRY to the game is FREE. Attendees will be encouraged to make a donation to the FCSQ and to bid on auction items, who's profits go to the FCSQ.

Please note that **SEATS ARE LIMITED** and spectators are invited to arrive early and suggested to wear pink in solidarity.

The **Montreal Stars play Boston in a re-match, Sunday, Nov. 20 at 1PM at Étienne-Desmarteau arena (3430 Bellechasse)**, in this exciting double-header weekend in the CWHL.



ABOUT THE CWHL

The Canadian Women's Hockey League features the highest caliber hockey in the world. Starring six teams in Toronto, Montreal, Boston, Alberta, Brampton and Burlington, the league offers elite female players, including many Olympians, a unique competitive environment in which to showcase their exceptional skills. The league provides fans of women's hockey an international-grade showcase at an affordable price (\$8). We are committed to lead the growth, promotion and development of an established professional women's hockey league both nationally and internationally. The CWHL is proudly supported by our major partners, Scotiabank, Bauer, Molson, Gatorade and Blackstone.



INFORMATION

Hélène Lapointe

helene.lapointe@videotron.ca

514-266-7566

[Montreal CWHL](#) / [CWHL.ca](#) / [Stars Blog](#)