



Contact: Audra Silverman
Brener Zwikel & Associates
(212) 708-1703
audras@bzapr.com

FOR IMMEDIATE RELEASE

THE MESSIER PROJECT SIGNS ON AS OFFICIAL HELMET SPONSOR OF OHF U-16 TOP PROSPECTS EVENT IN KITCHENER

ALLIANCE Hockey U16 Team to Wear M11 at OHF Top Prospects Event August 12-15

LIVERPOOL, N.Y. (August 11, 2010) – **The Messier Project**, a public awareness and product development campaign designed by hockey icon Mark Messier and the head protection experts at Cascade Sports to address the issue of concussion in hockey, today announced that it will serve as the **Official Helmet Sponsor** of the upcoming **OHF U-16 Top Prospects Event**, August 12-15, in Kitchener, Ontario.

As part of the agreement, the **ALLIANCE Hockey Under-16** team has joined The Messier Project and will wear the revolutionary M11 helmet during the event. The Messier Project is supplying the team with custom M11 helmets for the 2010 U-16 Top Prospects Event and the 2010-11 Alliance season; the 2010 U-16 Top Prospects Event will serve as the Team Ontario selection tournament for 2011 Canada Games.

The Alliance join more than 250 teams, including the **Harvard Crimson**, and National Hockey League stars such as **Chris Phillips**, **Garnet Exelby**, **Aaron Ward**, **Stephane Veilleux** and **Brent Burns**, in choosing the M11 – the revolutionary hockey helmet featuring Cascade Sports' Seven Technology – and encouraging better head protection across all levels of the sport.

In celebration of The Messier Project's new partnership with OHF U-16 Prospects Event and the ALLIANCE, and in recognition of the young players who exemplify strong leadership on and off the ice, the inaugural **Messier Project Leadership Award** will be presented to one player from each of the six teams competing in the U-16 Prospects Event during a special on-ice program following each game on the final day of the tournament.

"A primary mission of The Messier Project is to engage the game's greatest influencers to help change priorities within the sport and make head protection a top priority," said Mary-Kay Messier, Vice President of Business Development and the General Manager of Hockey for Cascade Sports. "The opportunity to recognize outstanding leadership and have the Alliance team represent The Messier Project – and wear the M11 – will go a long way towards accomplishing our mission."

The Messier Project will engage the hockey community – from players and parents to fans – by activating its sponsorship of the U-16 Prospects Event with numerous on-the-ground efforts in Kitchener, via its onsite booth and interactive consumer promotions.

"We are extremely proud to join The Messier Project and believe strongly in its mission to better protect the players of the great game of hockey," said Tony Foresi, ALLIANCE Hockey President. "Our players are excited to wear the new helmet and continue to lead by example both on and off the ice."

"The support of ALLIANCE Hockey, one of the most respected minor hockey programs in Canada, means a lot to us here at The Messier Project," said six-time Stanley Cup Champion Mark Messier. "We are proud to start this new relationship with The ALLIANCE and wish the team much success at the U-16 Top Prospects Event."

(more)



The M11 is proven to absorb more energy from high impact linear forces than other premier helmets, to provide maximum protection.

The M11 helmet also features Seven Technology, a cutting-edge liner system utilizing a ground-breaking impact attenuation system to more effectively manage energy transfer from direct impact. On impact, Seven Technology compresses to laterally displace energy and within seconds, it completely resets to ready for the next impact. The total reset capability of the Seven Technology (the liner within the M11) is proven to perform better than EPP (the foam liner in standard hockey helmets) on successive impacts.

Cascade Sports' testing based on CSA and HECC specifications shows that the Seven Technology typically performs 26% better than traditional EPP foam after the first impact, 107% better than EPP after the second impact and 140% better than EPP after the third impact.

For more information on The Messier Project and the M11 helmet, visit www.themessierproject.com.

###

About The Messier Project

In 2009, six-time Stanley Cup champion Mark Messier, a true guardian of the game of hockey and player advocate, joined forces with Cascade Sports, the leader in head protection, to create The Messier Project, a product development and public awareness campaign working to address the issue of concussion in hockey. The first product offering of The Messier Project, the revolutionary new M11 helmet, made its official debut with the start of the 2009-2010 NHL season and quickly ushered in a new era in head protection for the sport of hockey. As The Messier Project furthers its mission to protect players of all ages and skill levels, the M11 was released in a new small size in February 2010. For more information, visit www.themessierproject.com.