



## 2x Olympian Laura Stacey's “LS7 Sticks in for Charity” event selects two official charities to help provide access to sport for kids in Toronto and Montreal

TORONTO (June 7, 2024) – [LS7 Sticks in for Charity](#), created by 2X Olympian Laura Stacey, is an annual road hockey tournament held in the Etobicoke neighbourhood where the Stacey Family resides. This event raises funds through sport participation in a unique road hockey tournament format, where individual sticks of all ages and experience are drawn the morning of the event, and participants play alongside a number of Stacey's teammates, other Professional Athletes and Canadian Olympians and Paralympians, who serve as Captains for each team.

This year's event takes place on **Saturday, July 6, 2024 from 9am-4pm** at 39 Kingsgrove Blvd. in Etobicoke (Bloor St. W. and Royal York area) – further details at [www.laurastacey7.ca](http://www.laurastacey7.ca)

LS7's mission has always been to help kids find their passion in sport by having fun and staying active. This year, LS7 has selected two official charity recipients to help accomplish this - [KidSport Ontario](#) and [Montreal Canadiens Children's Foundation](#). Cost alone keeps 1 in 3 Canadian kids out of organized sport and funds raised will go towards providing grants to help cover sport registration and equipment costs to ensure that no kid is ever left watching from the sidelines.

“I am extremely excited for the 5th annual LS7 Sticks In For Charity Road Hockey Tournament as we strive to hit our goal of \$50, 000 raised and an even better day of road hockey on Saturday July 6th! It has always been our mission to get children off of the sidelines and involved in sport and this year is no different as we throw our sticks in, in support of both KidSport Ontario and La Fondation des Canadiens pour L'enfance.” said Laura Stacey.

Since starting the tournament five years ago, LS7 has supported getting kids active in a variety of ways, originally through physical activity programs in elementary schools, then pivoted to raising money for a PPE donation to Sick Kid's Hospital through its [#stayinsticksin](#) initiative during the COVID-19 pandemic. Last year alone, LS7 donated over \$28,000 to KidSport Ontario.

“What an incredible event! The LS7 Sticks in for Charity Road Tournament is a perfect example of what KidSport works towards - communities coming together to help kids play their favourite sport. Over the last two years, LS7 raised over \$48K which has allowed us to help almost 200

kids who face financial barriers to playing sport. This year's event is going to be even better and we're excited to be part of the action again" said Sara Restani, Executive Director, KidSport Ontario.

This year, with the addition of the La Fondation des Canadiens pour L'enfance, LS7 will also be supporting access to sport for youth in Quebec.

"We are proud to partner with the LS7 Sticks in for Charity Road Hockey Tournament to get more kids to be active and learn the benefits of a healthy lifestyle. We are thankful for Laura Stacey and her team's desire to give back to children in the Montreal area, home of her PWHL Montreal team. The funds raised will allow us to offer girls and boys in Verdun the opportunity to take part in a six-week learn to skate program on one of our BLEU BLANC BOUGE outdoor rinks next winter," said Genvieve Paquette, VP Community Relations and Foundation General Manager.

"From growing up and learning to play sports in Kleinburg, Ontario to now living and playing professional hockey in Montreal, Quebec for PWHL MTL I have been very fortunate to be surrounded by sport throughout my life! Supporting both of these charities is a way to give back to communities who have helped me chase my dreams and my career through sport" says Laura.

"All it takes is one opportunity to spark a dream. One chance to play in a community road hockey tournament. One chance to watch a PWHL hockey or NWSL soccer game. One chance to cheer on Team Canada! One magical moment that can change your life. And hopefully this can be one of those moments!"

Please join LS7 Sticks in for Charity, the Stacey Family and many teammates, colleagues, and friends to support access to sport for youth by making a [donation](#), bidding on the [silent auction](#), or buying tickets for the raffle on-site on event day. Silent auction bids are live until 4pm on Saturday, July 6, 2024.

#### **NOTICE OF ZOOM MEDIA CALL: TUESDAY, JUNE 18, 2024 @ 1PM EST**

FOR ALL MEDIA WHO WISH TO LEARN MORE AND HEAR FROM REPRESENTATIVES FROM LS7, INCLUDING LAURA STACEY, KIDSPORT ONTARIO AND LA FONDATION DES CANADIENS POUR L'ENFANCE, JOIN US ON TUESDAY, JUNE 18 @ 1PM EST ON ZOOM. PLEASE E-MAIL [KATRINA@INCOMMONCONSULTING.COM](mailto:KATRINA@INCOMMONCONSULTING.COM) FOR THE ZOOM LINK.

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**#SticksInForCharity #LS7 #soALLkidscanplay #ourgoaltoassist #hocke**

**About LS7 – Sticks in for Charity:**

LS7 is an initiative started by 2X Olympian women's hockey player, Laura Stacey, with a mission to help kids to find their passion in sport by having fun and staying active. The LS7 Sticks in for Charity Road Hockey Tournament is an annual fundraiser that selects charitable recipients aligned with its mission, and provides a unique opportunity for all ages to get active and have fun through playing hockey outdoors and meeting new people. It's unlike other tournaments as players will sign-up and register individually, and on the day of the event, sticks will be "pulled" and teams will be made up of players of all different skill sets, abilities and hockey experience. Teams will include professional hockey players, Olympians, adults, and kids. Learn more at [www.laurastacey7.ca](http://www.laurastacey7.ca)

**About KidSport:**

KidSport is a national not-for-profit organization that provides financial assistance for registration fees to kids aged 18 and under. Through a confidential application process, KidSport provides grants that enable kids to play a season of sport through assistance with sport registration fees and equipment costs. KidSport believes that the power of sport participation promotes the development of children's social, mental, and physical wellbeing. Through increasing access to quality sport programs, KidSport strengthens communities across Canada.

<https://kidsportcanada.ca/ontario/events/ls7-sticks-in-for-charity-road-hockey-tournament-2/>

**About Montreal Canadiens Children's Foundation:**

The Montreal Canadiens Children's Foundation is a nonprofit organization that encourages physical activity and the adoption of a healthy lifestyle among underprivileged youth aged 4 to 17 years old. Since its inception in 2000, the Foundation has invested over \$45 million in the community. The Foundation fulfills its mandate in two ways: first, through a unique flagship project - the BLEU BLANC BOUGE program - which consists of building and activating community refrigerated and multisport rinks; secondly, by providing financial support to more than 900 charitable endeavors, working for the well-being of the most vulnerable children across the province of Quebec, whose projects and programs enable children to adopt healthy lifestyles by being more active. For more information, visit [foundation.canadiens.com](http://foundation.canadiens.com)

# LAURA STACEY'S



## 2024 LS7 Sticks in for Charity Road Hockey Tournament

FUNDS RAISED HAVE SUPPORTED...

In 2023...

**\$28,000**

Donated to  
KidSport Ontario



In 2022...

**\$20,000**

Donated to  
KidSport Ontario

In 2020...

**250**

Bauer Face Shields  
donated to SickKids  
Hospital to protect  
doctors from Covid-19

In 2019...

**\$6,000**

Donated to Grindstone  
Foundation which  
enabled 12 girls to play  
hockey for the  
2019/2020 season

**IN 2018...**

Sports equipment  
donated to Captain  
R Wilson  
Elementary School  
used for a Play Day,  
recess, and  
intramurals to get  
kids outside and  
active!



**\$20,000**

Donated to charities  
and elementary  
schools over 2 years



Join Laura, PWHL  
Players, and Gold Medal  
Olympians to raise  
funds to help kids get  
active and playing  
sports!



For more information visit:  
**WWW.LAURASTACEY7.CA**