

NEWS RELEASE



FOR MORE INFORMATION

BRIAN MCCORMACK, DIRECTOR OF MEDIA AND COMMUNITY RELATIONS

208.472.2119 (OFFICE) | 208.850.0799 (CELL)

brian.mccormack@idahosteelheads.com



Steelheads Announce Military Appreciation Night and St. Luke's Jersey Auction

Boise, ID (11/01/16)— The Idaho Steelheads announced on Tuesday that they will recognize the US Armed Forces during their annual Military Appreciation Night- presented by Sport Clips- at CenturyLink Arena, when the Steelheads host the Adirondack Thunder on November 12th. The Steelheads, partnering with St. Luke's and The Speedy Foundation, will honor service men and women with custom patriotic jerseys to be worn for both weekend games on November 11th and 12th.

Fans will have an opportunity during the weekend games to bid on the Steelheads' game-worn, custom-made jerseys during the St. Luke's Military Jersey Auction, a silent auction held during the Friday and Saturday games on the arena concourse. Bidding will conclude at the start of the third period on the 12th, with winners earning not only the jersey but also the opportunity to receive it from the player himself.

The team will also raffle off a jersey signed by every member of the team. All proceeds from the auction will be donated to The Speedy Foundation.

The Speedy Foundation is a 501(c)(3) non-profit organization named after three-time Olympian, Jeret "Speedy" Peterson of Boise, Idaho and Park City, Utah. Founded in 2011, the foundation seeks to prevent suicide, promote conversations to end stigma, and support mental health education. The funds



Team / Equip	IDAHO STEELHEADS (EHL)	Ref	11346	CONFIDENTIAL / CONFIDENTIAL
Version	Pro Jersey	Created	Sept 22, 2016	
Location	CUS	Appr		
		Repeat		
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		Repeat		

raised during Military Appreciation weekend will benefit the foundation's creation and launch of Mental Health First Aid training specific for military members, veterans, and their families, as well as suicide prevention efforts in Idaho.

"The Speedy Foundation is incredibly honored to partner with St. Luke's and the Idaho Steelheads to raise funds and awareness for Veterans and Military Families," said Shannon Decker, Executive Director and co-founder of The Speedy Foundation. "While military service often fosters resilience in individuals and families, some may experience mental health or substance use challenges. It is essential that our communities be prepared to identify and support those who have served our country. Mental Health First Aid is a way to increase the level of baseline knowledge about mental health and substance use concerns and, if necessary, to help individuals get connected to care."



This year's Military Appreciation Jerseys have been designed by Steelheads Account Executive Erik Diehl. Erik designed the team's "Pink in the Rink" jerseys last season.

"Last season during this auction, we raised over \$17,000 for veterans health," said Eric Trapp, President of the Steelheads. "We are proud that our fans are so passionate about supporting our veterans and it's always a special opportunity for our organization to honor our military and help them live healthy lives back here at home."

"We are honored to work with St. Luke's and The Speedy Foundation in these efforts."

Tickets are still available for fans who wish to attend either game during Military Appreciation Weekend. Friday night games at CenturyLink Arena are 4-for-\$48 Family Fun Fridays, when fans receive four tickets, four Double R Ranch hot dogs, and four small Pepsis for \$48. Contact the Idaho Steelheads at 208-383-0080 for ticket information or log on to www.idahosteelheads.com.

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