



Scotiabank Baycrest Pro-Am Media Fact Sheet

What: Scotiabank Baycrest Pro-Am
Where: Draft Party – Mattamy Athletic Centre at The Gardens, 50 Carlton St, Toronto
Tournament – Scotiabank Pond (formerly Buckingham Arena), 57 Carl Hall Rd, Toronto
When: April 30, May 1-2, 2015
Contact Info: www.scotiabankproam.com

About The Pro-Am

- The 10th annual Scotiabank Baycrest Pro-Am is the ultimate hockey experience. The two-day tournament allows everyday hockey fans and hundreds of participants the chance to lace up their skates and team up with some of hockey's greatest players to raise money for Baycrest Foundation, a leader in Alzheimer's disease and related dementia care, research and education.
- In its nine-year history, the event has raised \$25 million to support research and education into Alzheimer's and related dementias at Baycrest Foundation, one of the world's top neurocognitive science centres in research on memory and aging.
- The Scotiabank Baycrest Pro-Am has featured NHL alumni including Marcel Dionne, Denis Savard, Doug Gilmore and Paul Coffey. The event has also received support from legends like Johnny Bower, Walter Gretzky and Gordie Howe.
- The 10th annual Pro-Am will kick-off with an exclusive draft party, giving top fundraising teams first pick at NHL alumni joining their team at the two-day tournament. The draft party takes place Thursday, April 30, 2015 at the Mattamy Athletic Centre at the Gardens.
- At the tournament, held May 1-2, 2015 at Scotiabank Pond (formerly Buckingham Arena), participants will play three round-robin games, with the two highest fundraising teams battling for top honours in the Championship Game. Top 20 individual fundraisers will also compete in the Skills Competition against NHL alumni.
- Media will have opportunities to interview NHL alumni as well as researchers and executives from Baycrest Foundation who can discuss how funds are being put to use at Baycrest Foundation.
- Media will also find interest in the humanizing stories of participants whose lives have been touched by Alzheimer's and related dementias.

About Baycrest Foundation

The Baycrest Foundation's mission is to enrich the quality of life of our community by supporting programs and services that promote excellence in care, research, education and innovation in the field of aging. The Foundation helps provide crucial funding to Baycrest Health Sciences to support areas such as: ongoing medical programs and services for seniors living in our community; innovative research into cognition, Alzheimer's disease, dementia, stroke and aging brain health; and local, national, and international education that supports healthy aging and healthcare solutions for a growing senior population. For more information visit www.baycrest.org.

About Baycrest Health Sciences

Headquartered on a 22-acre campus and fully affiliated with the University of Toronto, Baycrest is unique in the world, combining a comprehensive system of care for aging adults, one of the world's top research institutes in cognitive neuroscience (the Rotman Research Institute), dedicated centres focused on mitigating the impact of age-related illness and impairment, and unmatched global knowledge exchange and commercialization capacity.

Baycrest was recently ranked by Accreditation Canada as among the top five per cent of healthcare organizations in Canada for delivering excellence in care, patient safety and corporate operations. For more information, visit baycrest.org.

MEDIA CONTACT:

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