

THE TAYLOR CUP 2012 POND HOCKEY CHAMPIONSHIP FACT SHEET



THE EVENT

OLD-SCHOOL, 4-ON-4 HOCKEY ... THE WAY IT WAS MEANT TO BE PLAYED! A fundraising event benefiting The Princess Margaret Cancer Research Fund. The Princess Margaret is one of the top 5 cancer research centres in the world, and the only hospital in Canada entirely devoted to cancer treatment, innovative research, and education and support programs.

THE DETAILS

A 3-day (January 27th - 29th, 2012) round-robin tournament that will see up to 32 teams and up to 200 participants pay homage to their Canadian roots. It's outdoor, wide-open, old time hockey – playing 4-on-4 for a minimum of four, 30-minute games, with one of the games played "under the lights" on Friday evening. It gets better! Add to the mix: no goalies; nets that measure only 6' wide by 10" high; and, a beer tent within spittin' distance. Keeping the proceedings above board, off-ice Pond Marshals monitor each game.

THE LOCATION

Bayview-Wildwood Resort, on Sparrow Lake, just north of Orillia.

THE INSPIRATION

The Taylor Cup is in tribute to and in memory of Judy Taylor, who lost her battle against cancer in January 2003. The goal of The Taylor Cup is to make a significant contribution to Sarcoma Cancer Research and ultimately help others fighting this disease. – **RAISING MONEY FOR A GOOD CAUSE, PLAYING HOCKEY FOR THE LOVE OF IT.** Since our inaugural tournament in 2006, we have raised over \$690,000.

ENTRY/FUNDRAISING

The team entry fee is \$400 (or an "Early-Bird" rate of \$275 before August 15th, 2011) and each team is required to raise a minimum of \$900 in donations. Each team and each participant set a fundraising goal - the higher, the better. At Taylor Cup 2011, teams raised, on average, \$4,375 per team. Ideally we'd like to see each player shoot for the \$2000 mark, much like the 2010 Weekend to Women's Cancers where 4,623 participants raised \$10.8 million. That's an average of over \$2,300 per person. And, they had to walk 60kms! At The Taylor Cup you only need to make it through four 30-minute games and still have enough gas to make it to the beer tent afterwards.

We ask that players give it their best shot -- every dollar makes a difference in the fight against cancer.

Once people get started asking for donations, they are amazed at how generous people can be. On-line tools make collecting donations as easy as sending out e-mails! Virtually everyone has been touched by cancer in some way. You may not have known Judy, but I'm very sure you have someone in your life, just like her, who has been affected by this disease. This is for all the Judys!

THE INCENTIVES

To help keep the players motivated and charging ahead with their fundraising activities, Taylor Cup participants will be rewarded for achieving various pledge levels (\$300, \$750, \$1500 and \$3000).

TO ENTER, DONATE OR FOR MORE INFORMATION

Check out the website at www.taylorcup.ca or email taylorcup@rogers.com.

