

I am contacting your organization because of the role it plays within your local community.

Aurora Strategic Initiatives, in partnership with **Freelance Communications**, is pleased to offer a fundraising opportunity to amateur sport teams, schools, and youth organizations.

Debbie Elicksen, has dedicated much of her life to Canadian junior football, professional and amateur hockey, and the Alberta Mentor Foundation for Youth. She served as the volunteer media liaison for hockey during the 1988 Winter Olympics in Calgary.

Through her company, **Freelance Communications**, Debbie has edited and ghost written numerous books for high profile athletes and business people. She has recently published two exciting books; **Inside the NHL Dream** and **Positive Sports**. These books, targeted for youth and adults alike, are currently sold through international retailers at a cost of \$20.00 each in Canada, and \$15.00 each in the United States.

As part of a community investment project, Debbie is offering bulk sale of these two books to teams, schools, and youth organizations at a cost of \$8.00 per book (plus shipping and handling outside of Calgary). You are invited to resell the books at any price up to the cover cost. Selling them at the recommended price of \$20.00 each will give your team a gross profit of \$12.00 per book.

Below are reviews of the two books mentioned. For an order form or further information, please feel free to contact me at (403) 204-1989 or jdelude@shaw.ca.

Sincerely,
Janice Delude

Corporate/Community Partnership Consultant
Aurora Strategic Initiatives
Brilliant Ideas Set in Motion

As seen on Hockey Night in Canada, The NHL Network and Vicki Gabereau

Inside the NHL Dream (ISBN 09730237-0-8) available in bookstores throughout Canada and the United States

A HOCKEY BOOK UNLIKE ANY OTHER

TAKE A TOUR OF THE NATIONAL HOCKEY LEAGUE FROM THE INSIDE

Inside the NHL Dream (ISBN 09730237-0-8) touches on the human side of the players and people who work inside the National Hockey League. It's a part of the game most people never get to see unless they work on the inside.

Learn about the true professional lives of the people and players who work INSIDE THE NHL DREAM. People like **Jarome Iginla, James Patrick, Anson Carter, Michael Peca, Paul Kariya, Eric Duhatschek, Kelly Hradey, Perry Berezan**, and many more.

What really happens behind the scenes? Learn about trades, travel, time commitments, sacrifices, the physical toll and what it's like to live on the bubble. What kind of commitment do players actually give? What role does management play in the overall state of the league? Who are the media and what is their role?

Debbie Elicksen covers the NHL as a freelance writer. She has authored, edited, and project managed over 20 books for royalty and self-publishers.

***Positive Sports* was highlighted as a "must read" at the Admissions Conference in Toronto in the Fall of 2003.**

Available in bookstores throughout Canada and the United States

POSITIVE SPORTS

PROFESSIONAL ATHLETES AND MENTORING YOUTH

Positive Sports (ISBN 09730237-3-2) shows the giving side of professional sports and how it leaves a lasting impact on our communities.

Read about:

- Individuals who were inspired by sport: Canadian Football League player **Garry Sawatzky** shows how football changed his life from being a convicted murderer to becoming a strong member of the community.
- League-driven community programs: **Hockey Canada's** Initiation Program instills a grassroots skills-first philosophy that leads to success at the international level.
- Professional sports role models: CFL Legend **Mark McLoughlin** fosters a Stay In School program and visits over 100 schools per year to talk about the importance of education. NHL goalie and Japanese-Canadian **Jamie Storr** holds an annual summer hockey school that celebrates pride in one's heritage – something he was challenged with as a youth. NBA star **Jalen Rose** starts a foundation to support single parent families and assist children with their primary education. NHL good guy **Jarome Iginla** starts a hockey school through the NHL Diversity program and donates \$1000 to KidSport Calgary for every goal he scores during a season. NBA forward **Tyson Chandler** helps pay gas bills for low-income Chicago families and partners with firefighters to fit homes with smoke detectors.

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