

THE QUARTERLY SQUEAK

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FIRST NHL PRO SET YOUTH HOCKEY CLINICS A BIG HIT



The NHL Pro Set Youth Hockey Clinics, a program designed to introduce the NHL and its players to inner-city youngsters in the United States and Canada, has begun and will soon visit all 22 NHL league cities. The clinics, which started in October, will last through the duration of the 1991-92 NHL season.

Featuring three professional home-team hockey stars, this program is an extension of the NFL Pro Set Mini Camp for Kids Pro Set has conducted the last two years. The hockey clinics are

sponsored by Pro Set Inc., the NHL, Crispy Crunch, Franklin Sports Industries and TARGET (a service organization of the National Federation of State High School Associations).

For two hours approximately 300 inner-city children ages eight-12 rotate through five stations learning fundamental hockey skills from some of their favorite NHL role models as well as from members of local youth hockey organizations. Children are taught the finer points of shooting (both slap shot and wrist shot), stick handling and passing. There is also an equipment station where the children get to see (and in some instances wear) authentic hockey equipment used in the NHL. For example, in Pittsburgh one lucky youth tried on pieces of equipment ranging from Peter Taglianetti's helmet to Ulf Samuelsson's shoulder pads.

While learning all there is to know about hockey, the children are also exposed to real-life, motivating messages about the importance of staying in school and saying no to alcohol and drugs. They are also given the opportunity to ask the players other questions pertaining to the sport. The players were able to avoid most of the personal questions while at the same time keeping the positive lifestyle discussion informative and upbeat.

"The children were pretty attentive,"

said Penguins goalie Wendell Young. Young had developed a good rapport with the children during the clinic and was especially successful in delivering the message that drugs and alcohol cause problems and that the kids should continue to work hard and have fun.

Although the program is targeted primarily to children ages eight to 12, adults seem to have almost as much fun just watching.

Virgil King, the principal of Scullin Elementary School in St. Louis, Missouri, said, "A number of kids play football and baseball and so on, but we made a big thing of this because we have a pro team to learn from and we can see how easy it is to play hockey. I'm going to talk to our physical education department and see if we can make it part of the curriculum." King escorted over 50 children to the clinic featuring Blues standouts Bob Bassen, Jeff Brown and Curtis Joseph.

Debra Martin, also from St. Louis, brought her niece and nephew to the clinic. "This is nice," she said watching from the bleachers. "In the black community, the kids need to be exposed to sports other than baseball, basketball and football. I'm glad to see this. Hopefully, they'll stay interested." Keeping the children interested in the

Please see "CLINICS" on page 4.

HAPPY BIRTHDAY!

MARCH

- 3/1 Ron Francis
- 3/18 Guy Carbonneau
- 3/29 Jon Casey
- 3/31 Tom Barrasso
- 3/31 Pavel Bure

APRIL

- 4/4 Dale Hawerchuk

MAY

- 5/3 Rod Langway
- 5/9 Steve Yzerman
- 5/18 Jari Kurri

JUNE

- 6/1 Paul Coffey
- 6/2 Larry Robinson
- 6/7 Mike Modano
- 6/19 Sergei Makarov
- 6/24 Bernie Nicholls

THE HISTORY OF HOCKEY

Athletes the world over have been hitting various shaped objects with sticks since 400 B.C. The game of ice hockey takes its name from field hockey and dates back, as far as records indicate, to Bury Fen in England in the winter of 1814. Called bandy or hurley, rules swiftly followed, but most historians agree it wasn't until 1855 that field hockey on ice was played consistently at Kingston, Ontario, by soldiers of the Royal Canadian Rifles. It was only 39 years later that the first Stanley Cup game was played before 5000 fans in Montreal. The first artificial rink in

North America was constructed at New York's old Madison Square Garden in February of 1879, while in Canada, artificial ice arenas were built in Vancouver and Victoria, British Columbia, in 1911. The National Hockey Association was formed in 1909, the Pacific Coast Hockey Association in 1911. On November 22, 1917, the National Hockey Association met and transformed itself into the National Hockey League, which has become the dominant professional league in the world. ●

HOCKEY LINGO



ATTACKING ZONE:

The zone farthest from the goal the team is defending.

BENCH MINOR:

A penalty that requires removal of a player for a specified time period, with no substitute allowed.

DEKING:

Faking out one's opponents by, for example, pretending to pass in one direction and then passing in another instead.

HAT TRICK:

Three goals scored by a single player in a single game.

POKE CHECKING:

Poking the blade of the stick at the puck. ●

GREAT MOMENTS:

1890 —

The Ontario Hockey Association, the first provincial league, is formed.

1896 —

The U.S. Amateur Hockey League is formed.

1920 —

The Allan Cup champions (from Canada) compete in and win the first Olympic international hockey competition. The Canadians dominate the sport for the next 50 years.

1947 —

The first NHL All-Star Game is held in Toronto.

1980 —

The underdog U.S. hockey team wins a gold medal at the Winter Olympics at Lake Placid, New York. ●

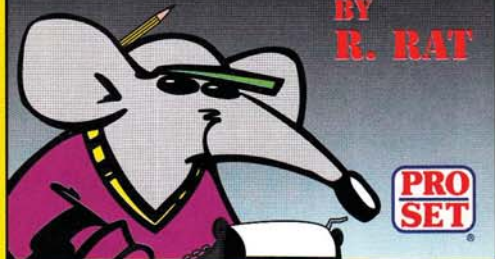
PUNCH LINE

No, this is not what you've had to stand in before to get a nice-tasting drink....

The Punch Line (in hockey) is known as the Montreal Canadiens line, including hockey greats Rocket Richard, Toe Blake and Elmer Lach. When Montreal coach Dick Irvin introduced the Punch Line during the 1942-43 season, it was comprised of Blake, Lach and Joe Benoit, a right-winger from Trail, B.C. In an earlier game, Irvin had introduced a newcomer named Maurice Richard, who played in only 16 games before being injured. ●

CHEESEY EDITORIAL

BY
R. RAT



PRO
SET

It occurs to me that this is my first opportunity to really speak to you; you know, Rink Rat to rink rat....

There are so many things to tell you. It's hard to know where to begin.

I assume by now you know of my history: where I was born, why I love hockey so much — it was a story told on my first-ever, official Pro Set hockey trading card! (It was so cool to be on a Pro Set trading card. WOW!)

As you will recall, I went to great lengths (hiding in equipment bags, disguising myself as a puck) to become a part of hockey. I was lucky to be discovered by Pro Set and given

the job of spreading the great word of hockey to fans like you! You have it much easier — I mean, getting to be a part of hockey. You're probably already playing in a league and becoming an OUTSTANDING athlete.

And you know, that's what it's all about. You don't have to be the star. (Look at me, I'm no hockey star.)

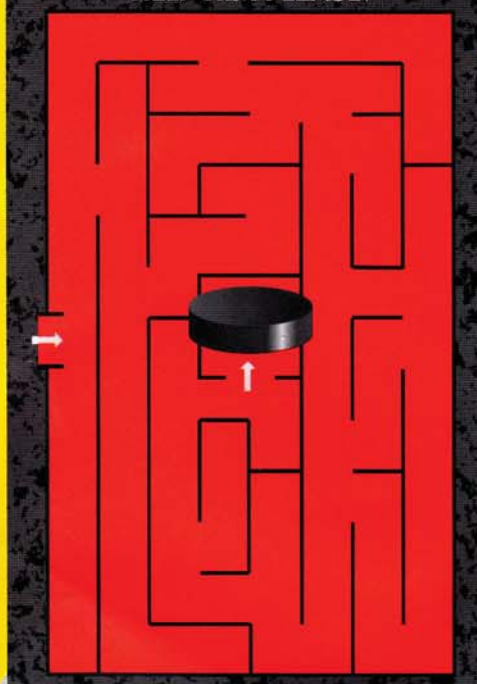
You just need to be your best and work at becoming a healthy, strong person. Learn the exercises, practice the skills of teamwork, take care of yourself — all of this for *everyday life*.

Also, you gotta remember to keep a healthy mind. Work hard, study hard, and yes, play hard! A healthy mind will keep you active and able to take on *all* of life's challenges, on *and* off the ice.

GO! you rink rats...! Exercise your body by playing your ice hockey; exercise your mind by listening and learning. Play hard! Study hard! ●

CONGRATULATIONS, NHL!

RINK RAT CAN'T FIND HIS PUCK.
HELP HIM PLEASE!



You know, the 1991-92 season is the NHL's 75th birthday — that's right! The NHL is celebrating 75 years of exciting hockey moments. And, that's not all...!!!!

Next season, the 1992-93 season, you can all celebrate the 100th birthday of the Stanley Cup. You see, there were 25 years of professional hockey, with the Stanley Cup as the *big* award, before there was an NHL formed.

So, we end up with two seasons full of celebrating! We'll take it! ●

PLAYOFF STUFF

MOST STANLEY CUP CHAMPIONSHIPS

22 — Montreal Canadiens: 1924, 30, 31, 44, 46, 53, 56, 57, 58, 59, 60, 65, 66, 68, 69, 71, 73, 76, 77, 78, 79, 86

13 — Toronto Maple Leafs: 1918, 22, 32, 42, 45, 47, 48, 49, 51, 62, 63, 64, 67

7 — Detroit Red Wings: 1936, 37, 43, 50, 52, 54, 55

MOST YEARS IN PLAYOFFS

65 — Montreal Canadiens in 73-year history

54 — Toronto Maple Leafs in 73-year history

51 — Boston Bruins in 66-year history

MOST GOALS, ONE TEAM, ONE PERIOD:

7 — Montreal Canadiens, March 30, 1944, at Montreal in third period, during 11-0 win against Toronto

LONGEST OVERTIME:

116 Minutes, 30 Seconds — Detroit Red Wings, Montreal Maroons at Montreal, March 24/25, 1936. Detroit 1, Montreal Maroons 0. Mud Bruneteau scored, assisted by Hec Kilrea, at 16:30 of sixth overtime period, or after 176 minutes, 30 seconds from start of game, which ended at 2:25 a.m. Detroit won best of five series 3-0.

HOCKEY HALL OF FAME

CLASS OF 1945

The very first year there was ever a Hockey Hall of Fame, the following greats were inducted:

Donald H. "Dan" Bain
Hobart "Hobey" Baker
Russell Bowie
Aubrey "Dit" Clapper
Charles Robert "Chuck" Gardiner
Eddie Gerard
Aurel Joliat
Frank McGee
Howie Morenz
Frank Nighbor
Lester Patrick
Tommy Phillips
Harvey Pulford
Arthur Howie Ross
Edward W. "Eddie" Shore
Hod Stuart
Frederic "Cyclone" Taylor
Georges Vezina



You can see that some of today's names in hockey are from some of yesterday's heroes. Rink Rat will keep you updated on the many years of hockey greats. • Pro Set is a Founding Sponsor of the new Hockey Hall of Fame, which is scheduled to open in Spring 1993. Hope to see you there!

HEY, KIDS...

...Pro Set has just released a new set of hockey cards for you to add to your collection! 1991-92 NHL Pro Set Platinum Series II has hit the shelves. It features many of the greatest plays, players and moments of this historic 75th Anniversary season. This new premium collection has 160 cards with explosive action photos and a borderless design — a trademark for all Pro Set's hockey card products. Also, 12 celebrities chosen as honorary captains before the start of the NHL'S 75th Anniversary are

featured. This special subset is a first for any hockey card collection. It includes such stars as James Belushi (Chicago Blackhawks), Fred "Mr." Rogers (Pittsburgh Penguins), Ralph Macchio (New York Islanders) and Jim Kelly (Buffalo Sabres). Finally, like all Pro Set's other platinum products, the cards are made with a special protective coating. The attractive glossy finish also gives the cards added protection. So, pick up some packs of cards today and continue to build your Platinum collection. ●



APRIL CLINICS SCHEDULED

Look for these upcoming Youth Hockey Clinics, brought to you by Pro Set. All you gotta do is show your Rink Rat membership card and you're in, man! Cool. Be a true rink rat and get in on the hockey FUN with some of your favorite players.

APRIL (ALL DATES TO BE DETERMINED)

Buffalo
Minneapolis
Toronto

Vancouver
Boston
Hartford

(You can call the Rink Rat Hotline for updates: 214-407-3333 — check with your parents before calling long distance!) ●

FOOD TO HIT PUCKS ON...

There is an old saying: "You are what you eat" — and that's especially true for athletes. You've got to watch what you eat. When the going gets tough, you may not have what it takes to get your body going unless you've been eating a well-balanced diet.

The facts are that a pre-game meal cannot, by itself, make a superior performance, and too little food is *better* than too much food.

You should eat energy foods that are easily digested. And, as you get closer to face-off time, smaller servings and more easily digested foods are the order of the day.

Take care of yourself and eat right. Talk to your parents about a balanced diet that gives you what you need to perform at your best. ●

CLINICS *continued*

sport after the afternoon's activities should not be too hard because all of the hockey equipment, donated by Franklin Sports Industries, is left behind and divided equally among the participating schools. This is done in an effort not only to sustain interest in the sport but also to make this afternoon a long-lasting memory.

Clinic participants also receive a special NHL Pro Set clinic t-shirt, a "Tips on Hockey and a Healthy Lifestyle" brochure developed in conjunction with TARGET and a goody bag filled with an assortment of NHL Pro Set items and souvenirs.

The clinics are open to all Rink Rat club members. For the most current list of dates, be sure to call the Rink Rat Hotline.

"This is a rewarding part of our job, the fun part," Blues defenseman Jeff Brown said after the program ended. "It's good to work with these kids. Hockey's totally new to them, but they looked like they had a really good time. This is an afternoon I'll remember, and I hope they remember it too." ●