



Briefing Note

Date: December 8, 2026

To: Member Executive Directors, General Managers and Chief Executive Officers

From: Marin Hickox, Vice President Women's & Girls' Hockey

Cc: Hockey Canada Regional Directors, Senior Leadership Team

Re: **Rise as One National Sticker Program Launch**

As we head into one of the most exciting seasons for women's and girls' hockey, we are proud to launch **Rise as One** — a national movement that unites our entire hockey community, from local rinks to the Olympic stage. Together, we celebrate every player, coach, official, volunteer and fan who continues to push our game forward.

A key element of this movement is our **Rise as One Sticker Program**, designed to spark pride and connection across the country. Each association receives the opportunity to order stickers (**at no cost**) for girls to proudly place on their helmets, water bottles etc., — the very same mark worn by our National Women's Team. It's a powerful symbol that the stars of today all started where they are: in our community programs, with coaches and teammates who believed in them.

We encourage you to cascade this initiative widely throughout your associations and help us share the message behind the stickers: We are one team. One community. One game we love. Together, we Rise as One.

This program will officially launch during the final leg of the Rivalry Series in Edmonton, Alberta (December 10 & 13) and we hope you will encourage families and players to tune in and watch as Team Canada embraces this campaign. It's a moment of pride that we want our young athletes to feel connected to as they chase their own dreams.

Over the next few pages, we have outlined the necessary communication and steps to share with your associations. We hope that this information will support you and encourage you to reach out with any questions that may arise.

Thank you for your leadership in bringing this movement to life across your province or territory. With your support, we can help every girl in Canada see her place in the game — today and in the future.

Together, we Rise as One.

Marin Hickox

Vice President, Women's & Girls' Hockey



KEY PILLARS:

1. Rise Together

Each sticker represents a step forward in the shared commitment to lift one another up, celebrate progress, and grow the game collectively across the country — a reminder that every accomplishment contributes to a stronger, more united hockey community.

2. See It. Be It.

Stickers create a visible bridge between players at every level and the heroes who inspire them — from local leaders to Olympians — showing girls who they are today and who they can become tomorrow. When girls can see themselves in the game, they believe they belong.

3. From Pond to Podium to Professional

The program reinforces that greatness begins with participation. Whether it's a first goal, a coaching milestone, or a volunteer contribution, every moment matters — and every sticker symbolizes progress on the shared journey that shapes the legacy of Canadian hockey.

KEY MESSAGING: Membership & Association Communication – *Recommendation.*

The National Sticker Program celebrates the collective growth of women's and girls' hockey in Canada by creating a shared, visible symbol of belonging for every girl who plays the game. Worn proudly on helmets, water bottles, phones, laptops, and more, each sticker represents a moment of pride and progress in the journey from Pond to Podium to Professional.

Subject Line: *Rise As One, Introducing the National Sticker Program for Women's & Girls' Hockey*

Body Copy: Hockey Canada is excited to launch the Rise as One, National Sticker Program, an initiative designed to unite and inspire every girl who plays the game by celebrating their milestones, achievements, and progression throughout the season.

Debuting Wednesday, December 10th and Saturday, December 13th during the Rivalry Series in Edmonton, Alberta, Canada's National Women's Team will wear the sticker on their helmets and water bottles, symbolizing the connection between the grassroots community and the highest levels of our game.

Registrars from each association across the country, will be able to order stickers as early as Wednesday, December 10th using the Hockey Canada Registry (HCR). These stickers will be produced and shipped at no cost to the association; as Hockey Canada will picking up all expenses associated with this program.

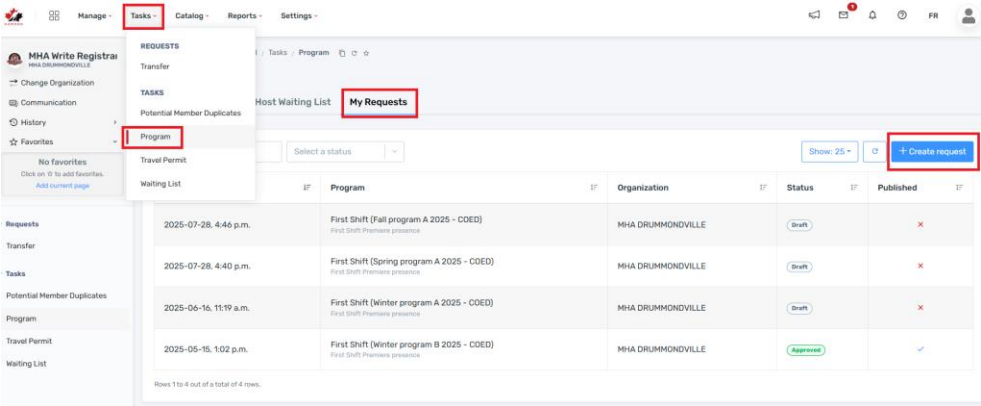
On behalf of Hockey Canada, thank you for your leadership in bringing this movement to life across your association. With your support, we can help every girl in Canada see her place in the game — today and in the future.

If there are any questions or inquiries, please direct them to: womengirls@hockeycanada.ca



Step By Step Guide

Ordering Process (via Hockey Canada Registry – HCR) Steps to create and submit an order:



1. Click the “Tasks” drop-down menu and select the “Program” option.
2. Under the “My Requests” tab, click the + Create request button.
3. In the “Request a Program” pop-up window, select "Rise as One" as the Program and “Rise as One 2025” as the Program Option and click the Next button.

Request a Program

Program *

Rise as One

Program options *

Rise as One 2025

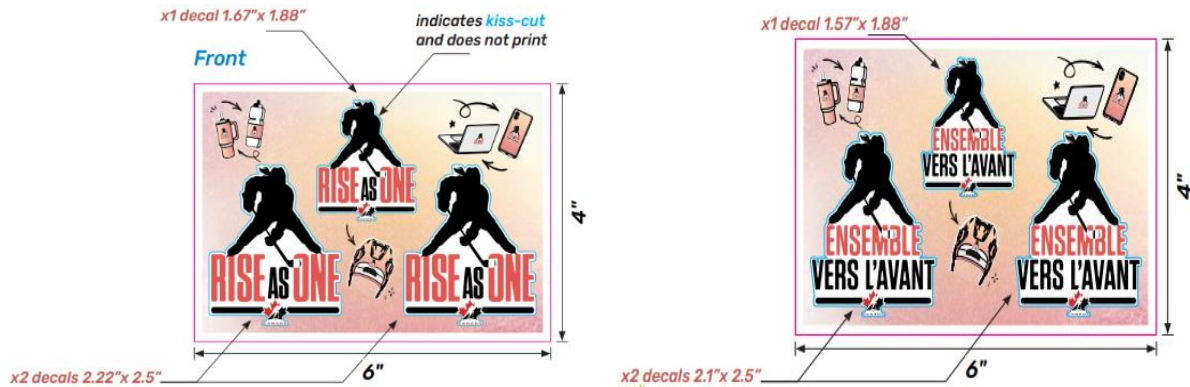
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Cancel

4. Fill in the “Request a Program” form and click the Next button.
5. Please enter in your contact shipping, and order information and click Next.
 - a. Please note, we do not ship to PO Boxes.
6. Select ‘Submit for Approval’ and click the Confirm button.

For more information, please review our documentation, [here](#).

Sticker Specifications



Design: Rise As One theme, vibrant, uniquely women's and girls', in Hockey Canada colours (red, black, white)

Ordering Window: December 10, 2025 – January 23, 2026. Open to Members and associations through the HCR, see details below.

Fulfillment & Shipping: Orders will be shipped upon placement: goal to have all received by January 30, 2026.

Frequently Asked Questions

Who can place an order?

- **Only** the association registrar can submit an order through the Hockey Canada Registry on behalf of the association and its teams.

Can boys' or co-ed associations order stickers?

- Yes. While the program celebrates women's and girls' hockey, any minor hockey association, including boys' or co-ed programs, may order stickers if they wish to participate.

How many sticker sheets can an association order?

- Each association may place one initial bulk order for all registered players. If additional stickers are required (e.g., for newly registered or missed players), the registrar may submit a second order within the ordering window.

Where can players place their stickers?

- Stickers can be placed on: Helmets (back or sides), Water bottles, Phone cases, Laptops, Notebooks, Equipment bags, any personal item players wish to customize

Is there a cost for associations, Members, or families?

- No. Stickers, packaging, and shipping are fully funded by Hockey Canada.

Are stickers mandatory?

- No. They are encouraged as a symbol of unity and pride to unite all women and girl hockey players in Canada; participation is encouraged but optional.

Can teams request customized stickers?

- No. Stickers are standardized nationwide to maintain the unified "Rise As One" identity.

How should associations estimate quantities?

- Plan for minimum, one and up to three stickers per player plus extras for coaches and volunteers. Hockey Canada recommends ordering slightly above registration numbers for replacements and new players.

Can associations track shipping or order status?

- Yes. Registrars will receive email confirmation through HCR once orders are processed and shipped.

Is the sticker safe for use on certified helmets?

- Yes. Stickers follow equipment-safe standards and will not compromise helmet integrity.

Order Fulfillment and Order Quantity: (3 stickers per 1 sheet).



- a. Package options: 50 sheets (2 packages), 100 sheets (4 packages), 150 sheets (6 packages), 200 sheets (8 packages) etc.
- b. Minimum order: 50 sheets (2 packages)
- c. Maximum order: 600 sheets (30 packages)
- d. Approximately 2-5 days to receive stickers from order date.