

ALLIANCE HOCKEY

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ALLIANCE HOCKEY BULLETIN

ID: 23-003

Date: May 25, 2023

To: Rep Council

Re: Heroic Minds Partnership

Stratford, Ont. – ALLIANCE Hockey is thrilled to announce an exciting new partnership with Heroic Minds to offer additional mental health resources and support to ALLIANCE Hockey Members.

Through this unique partnership, players, team officials, on-ice officials and all associated members will have access to the Heroic Minds platform developed by OHL alumnus Ben Fanelli, who overcame a traumatic brain injury before going on to become OHL and CHL Humanitarian of the Year in 2013. Fanelli played in over 200 OHL games for the Rangers, graduating to complete a BA in Communications and Masters of Counselling & Psychotherapy while also serving as an Assistant Coach of the Waterloo Warriors U SPORTS men's hockey program.

"Player well-being is at the forefront of what we do, so partnering with Heroic Minds makes perfect sense," noted Tony Martindale, ALLIANCE Hockey Executive Director. "Having access to the Heroic Minds platform and Ben himself, provides amazing resources for not only our players but all of our supporting members who are managing the various challenges associated with minor hockey and life in general."

The Heroic Minds platform is a tremendous mental health resource that can be accessed at any time. It arms users with tools and resources, enhancing the current approach to behaviour change and highlighting the direct link between overall life skills and sport performance. The platform includes access to resources on psychoeducation, philosophy, psychology, leadership skills, communication skills, relationship skills and much more.

"One of the most important features in the platform is the ability to share practices with other users which inspires a culture of support and collective well-being," said Fanelli, Chief Vision Officer at Heroic Minds. "We have seen the success of this over the past year in both the sport and corporate space."

Along with access to the Heroic Minds platform, ALLIANCE Hockey and Fanelli will partner throughout the 2023-24 season to provide exclusive sessions and content for Members.

For more information on Heroic Minds, visit heroicminds.live/benfanelli or follow along on [Instagram](#).

About Heroic Minds

Heroic Minds was born in 2018 when Kitchener Ranger (OHL) Alumni Ben Fanelli started the Heroic Minds Podcast and began his Master of Counselling and Psychology. Heroic Minds takes a proactive approach to mental well-being by offering psychoeducation, life skills and tools in a pragmatic, applicable and enjoyable way.



About ALLIANCE Hockey

Founded in 1993, ALLIANCE Hockey has always positioned the organization as a leader in Canada in the administration and development of the game of minor hockey for all player and adult volunteer participants. As a result, the ALLIANCE offers a number of programs designed to enhance the performance, organization and safety of our participants. This innovative thinking has led to the ALLIANCE being one of the most recognized and original organizations in amateur sport.

