



# **THREE PROMISES**

## *Top 3 Reasons Parents Choose Youth Hockey & Stay in the Game*

### **1. PROMISE OF FUN**

All youth team sports promise fun as part of the experience. But fun is more difficult to simply manufacture – *let's have fun this weekend* – and is more often the result of delivering on all three Promises. Hockey is a team sport, and therefore, a shared experience (cool venue, unique equipment) with friends – old and new. Keeping players engaged and active from the beginning of a practice to the end is critical. If politics disrupt this balance – *the coach's son plays twice as much as my son* – then it's likely that the Promise of Fun will be unnecessarily compromised. Everybody plays.

### **2. PROMISE OF GUIDANCE**

Hockey can be scary and intimidating to a youngster. First, there's a lot of equipment and many times neither parent has ever played and know little about what goes on first and where. Second, there is significant separation from parent(s) in youth hockey unlike other youth team sports such as basketball, soccer, baseball and football. The rink isolates the kids from the parents and this can be scary to some (kids and parents). Third, hockey is a difficult sport requiring multiple skill sets – like playing tennis on roller skates. One-to-one assistance as kids develop these skills is critical in order to bridge the discomfort gap that some kids no doubt feel.

### **3. PROMISE OF ACHIEVEMENT**

Every child will start his or her hockey experience at a certain skill level. If the Promise of Guidance is fulfilled, then the progression of skills development from week #1 to week #8 will be noticeable and thrilling for both the child and the parent. This marked improvement is often more dramatic in youth hockey than in any other youth team sport – and when realized, the Promise of Achievement is fulfilled.