

OFFICIAL EVENT EDITION

Frostbank Ice Hockey Club



The Wisdom of Ice Hockey — The Ice of Life and the Life of the Ice

PRESENTED BY SPORTSMART4LIFE

A word from the organisers



Frostbank Ice Hockey Club

A word from the organisers

Dear Sample Reader,

This copy is yours. Your name is on the cover, and it is inside on the pages too, because it was made for you and for nobody else. No two copies of this book are the same.

We wanted to give you something that outlasts a fixture list. Kit wears out. Medals go in a drawer. But respect and rivalry are the same thing seen from two ends of the rink, and that is worth writing down somewhere you will find it again.

What follows are the real voices of this sport — players, coaches and writers, most of them talking about the parts nobody puts on a highlight reel. There is a section on pressure, and what the people who handle it best actually do differently. One on trust, and why a group that trusts each other beats a group that is merely talented. One on losing, which is the section we would ask you to read twice, because everyone in this sport has lost and everyone worth knowing came back. There is a section on joy, which is the reason any of us started. One on mastery, and the unglamorous patience it asks for. One on rivalry, and the respect that runs underneath it. And one on belonging — on being part of something whether or not you are the one on the field.

You do not have to read it in order. Keep it in the kit bag. Open it the night before a hard one. Let it fall open at whichever page finds you, and if a line is worth keeping, keep it.

The game has taught you things already — about nerve, about other people, about getting up. These pages are simply the same lessons in other people's words, gathered in one place so they are there when you need them.

Thank you for everything you give to this. It is noticed, and it matters more than the results ever say.

— **The Committee, Frostbank Ice Hockey Club**

Foreword

Ice hockey is a game the cold made honest. It asks its people to rise before dawn, to give everything in forty-five-second shifts, and to shake the hand of whoever just beat them — and it asks all of this in freezing buildings, for the love of the thing. Wherever the game is played, from famous arenas to ponds lit by porch lights, it teaches the same things: stand your ground, trust your bench, face your losses, protect your joy, pay for your skill in dark mornings, honour your rival, belong to something.

This collection gathers the voices of the ice — the players, the coaches, the great watchers and writers who loved the game best — arranged around seven themes that belong as much to life as to hockey. Each chapter opens with an image and an idea, then hands the floor to the voices themselves.

Read it the way you would watch a playoff game: sometimes for the speed, sometimes for the craft, and sometimes for one moment of heart you will remember for years.

Ways to Walk with This Book

A collection like this is not meant to be read once and shelved. It is meant to be lived with — kept close, opened often, and put to work. Seven ways to begin:

- **The daily voice**
open anywhere each morning and take one voice with you into the day.
- **The reflection pause**
choose the theme your week is testing, read its essay slowly, and write one honest line of your own in response.
- **Match-day ritual**
before the big broadcast, read the theme the fixture will examine — rivalry before the derby, pressure before the final.
- **The team talk**
captains, coaches, teachers, parents: one voice a week is enough to open a changing room, a classroom or a dinner table.
- **The hard-week medicine**
when life tackles you, the defeat chapter is waiting. It was written for exactly that week.
- **The gift of a voice**
photograph the quote a friend needs today and send it with their name on the message.
- **The long read**
one theme per Sunday evening — a handful of weeks, properly kept.

However you use it, let it stay within reach of wherever you watch.

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THEME 1 OF 7

Rivalry & Respect

Seven games of war, then the handshake line — total contest, total respect.



Two weeks of war, one line of handshakes — the respect skates at the same speed as the rivalry.

Rivalry & Respect — in the game, in life

Hockey rivalries are winter-hardened things: generations old, border-deep, small-town personal. The sport plays its fiercest series at the fiercest pitch imaginable — seven games of collisions between the same forty players, grudges compounding nightly, buildings so loud the ice seems to shake. Nobody who has watched a true playoff rivalry doubts that these teams, for those two weeks, are the complete obstacle to everything the other wants. Which is precisely what makes hockey's ending unlike anything else in sport. The series concludes, and the two sides that have spent a fortnight at war line up at centre ice and shake every hand. Bruised men seek out the opponents who bruised them and say something quiet and true. The player who battled you hardest in game two taps your shoulder in the line and means it. First-time watchers are astonished; hockey people are not, because the game's code has always held both truths at once — total contest, total respect, and no contradiction anywhere. The rivalry is the respect, expressed at full speed. Rivals do for hockey teams what comfort never could: they find the exact edge of what a team is and push on it, spring after spring, until the team becomes something more. The famous pairs of hockey history made each other, and the great dynasties were forged by the teams that kept eliminating them first. Life will issue you rivals as well — the colleague whose excellence needles you, the peer whose progress you track at midnight. Use them the playoff way. Let the contest raise your standard rather than lower your conduct. Envy studies a rival's banners; wisdom studies their habits. And when the series of the moment ends, go down the line, look them in the eye, and mean every handshake.

“I believe Bobby Orr had the greatest impact of any player to come along in my lifetime. He earned his place in hockey history by single-handedly changing the game from the style played in my day to the one we see today. In my mind, there can be no greater legacy.”

— Jean Béliveau

Rivalry & Respect

Sit with the voice that speaks to you today.

“What I remember most about Rocket was his eyes. When he came flying toward you with the puck on his stick, his eyes were all lit up, flashing and gleaming like a pinball machine. It was terrifying.”

— Glenn Hall

“I can't really hear what Jeremy said because I've got my two Stanley Cup rings plugging my ears.”

— Patrick Roy

“The handshake is the greatest tradition there is, and I don't know why more sports don't do it.”

— Larry Robinson

“Hate 'em. We have a lot of respect for them, obviously, but that's the best part of US-Canada, is the rivalry. I think it's one of the greatest rivalries in all of sport.”

— Megan Keller

“Brooks wanted to abandon the traditional, linear, dump-and-chase style of hockey that had held sway in North America forever. He wanted to attack the vaunted Russians with their own game, skating with them and weaving with them, stride for high-flying stride.”

— Wayne Coffey

“Whenever you throw on that jersey, whenever you get to represent your country, there is just so much pride. There's so much pride playing the Canadians. When we meet each other, it is absolute war.”

— Hilary Knight

“I'm aware that not everyone approved of how I played, but I don't think any apologies are in order. Early in my career, I decided that it was worth it to do whatever was necessary to earn the extra split second it takes to make a pass or shoot the puck.”

— Gordie Howe

“Racism aims to diminish the humanity of a person, period. It's not about a game, it's about your life.”

— Willie O'Ree

Rivalry & Respect

Sit with the voice that speaks to you today.

“Things picked up after that. We were out for blood after that.”

— Mike Ricci

“I used to run a lot in those days. I can remember running in Detroit and people actually in their cars yelling at me.”

— Marc Crawford

“A good opponent defines a player or a team. By forcing you to be as good as you can be, such an opponent stretches the boundaries of your emotional and playing experience, giving you your highest highs and lowest lows.”

— Ken Dryden

“I hated every single guy on the Oilers, 'cause they all hated me.”

— Tim Hunter

“Arrive at the net with the puck and in ill humor.”

— Fred Shero

“If you can't beat 'em in the alley, you can't beat 'em on the ice.”

— Conn Smythe

“If you find you can push someone around, then you push him around.”

— Gordie Howe

“You don't want to be, for want of a better expression, jumping up and down while you're doing it. Your opponent played hard, and you respect that.”

— Dave Keon

Rivalry & Respect

Sit with the voice that speaks to you today.

“You go out, you compete, you do whatever it takes to win. But afterwards, you still want to look each other in the eye and show that respect.”

— Chris Kunitz

“Our way was the hockey way. Others could play differently but that was their fault. Different meant inferior. In that series, the Soviet team showed there is another way to play and another way to prepare to play.”

— Ken Dryden

“When he's worked up, his eyes gleam like headlights. Not a glow, but a piercing intensity.”

— Frank Selke

“This rivalry was the epitome of hate thy neighbor. We hated those guys. We hated them to the core. We hated everything about the city.”

— Pat Karns

“Real battles were won on the skating-rink. Real strength appeared on the skating-rink. The real leaders showed themselves on the skating-rink.”

— Roch Carrier

“He's completely released me of any feelings of regret or apprehension of what I'm willing to do to win.”

— Brendan Shanahan

“It was very brief. You thanked them, or you wished them the best.”

— Scotty Bowman

“It's a mutual-respect thing. It's a cool thing that hockey does. It's not casual, but it's cordial.”

— Sidney Crosby

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More from Rivalry & Respect



Opponents, not enemies.

“I think there's a lot of respect among us with our jobs. Too much respect for the job he does to throw punches while he's on the ground.”

— **Shawn Thornton**

A few more from Rivalry & Respect



Respect, earned the hard way.

"You'd just say, 'Good series,' that's the bottom line. You didn't say much."

— Jean Ratelle

"Really just trying to stay above him in the neutral zone is what's key."

— Ryan Kesler

"We respect each other. That battle between me and him, it's great. I think me and him enjoy it."

— Alex Ovechkin

THEME 2 OF 7

Pressure & Nerve

The goalie alone in the blue paint, overtime in the spring — what sudden death asks, and how the brave answer.



The fastest game on earth is decided by the stillest person on the ice.

Pressure & Nerve — in the game, in life

Hockey concentrates its pressure onto one position with an honesty that borders on cruelty. Every other player shares the ice in shifts and shares the blame in groups; the goaltender stands alone in the blue paint for sixty minutes, dressed in armour, and is the last word on everything. A defenceman's mistake becomes a save; a goaltender's mistake becomes a red light and a roar. Watch a goalie during playoff overtime — sudden death, the purest deadline in sport — and you are watching one of the great studies in nerve: the ritual taps of the posts, the deliberate breathing behind the mask, the stillness that must be held while the fastest game on earth breaks toward you at full speed. Goaltenders will tell you the position is played mostly in the mind. The last goal must be forgotten instantly and completely, because the next shot is already coming, and a goalie still carrying the previous mistake is beaten twice. Hockey's phrase for it is a short memory, and it may be the most useful phrase sport has given to daily life. Pressure elsewhere in the game obeys the same law — the penalty shot, the late defence of a one-goal lead, a young player's first playoff shift — all met with routine, breath, and the practised refusal to let the last moment poison the next one. Your life will put you in the blue paint soon enough: the presentation, the diagnosis, the decision that cannot be delegated. Meet it the goaltender's way. Build your rituals before you need them. Stay square to what is actually coming, not to what just happened. And when a shot beats you — some will — tap the posts, reset your breathing, and be ready for the next one. That is the whole position, and most of life.

“I myself hated fighting, but I figured that if I was going to be the best at it, feared by others, I wouldn't have to do it as much. To do this type of job, you have to transform into a completely other person, a gladiator, and when it's over, you become yourself again until the next game.”

— Georges Laraque

Pressure & Nerve

Sit with the voice that speaks to you today.

“My intention was for 20 of our players to read it, and I kind of forgot that millions of other folks would see it too.”

— Mark Messier

“My inspiration to say that was basically just to let the players know that I really did believe that we could beat New Jersey.”

— Mark Messier

“Moves we did around tires probably thousands of times. I probably failed equally as many times as I perfected it.”

— Jocelyne Lamoureux-Davidson

“You can never shut it off. It's a 24/7 job. When you know a fight is coming up, you can never shut off your brain.”

— John Scott

“Total relief. We weren't jumping around or going crazy or spilling champagne. We were just sitting there looking at each other across the dressing room. Everybody was just done.”

— Paul Henderson

“When you have a puck coming at you at 100 miles per hour, how old you are is the least of your worries.”

— Martin Brodeur

“I want to win, I want to win everything. If I have a chance to win, why not?”

— Alex Ovechkin

“My first impression was like, I can do this. My speed is definitely my strength. Obviously, I was a little nervous, but I knew it was a moment that was going to break a lot of barriers and a moment that would change the perception of our game and show support to our game.”

— Kendall Coyne Schofield

Pressure & Nerve

Sit with the voice that speaks to you today.

"How would you like it if you were out on your job, or in your office, and you made a little mistake? And suddenly a bright red light flashed on behind you and 18,000 people started screaming, 'Pig! Stupid! You couldn't even stop a basketball! Get the bum out of there!'"

— Jacques Plante

"You can't imagine what it's like to hear your captain, in a room down the hall, screaming at the top of his lungs as they injected the needle into his rib cage. He would then walk into our dressing room like nothing had happened. That was inspirational."

— Cliff Ronning

"The mental part is really hard to cope with — the fact that the fighting is always in your mind, in your head. A lot of people can't deal with the pressure in their mind, and they use drugs and alcohol to deal with that."

— Georges Laraque

"I would have done anything—absolutely anything—to win. That really scares me sometimes."

— Phil Esposito

"Tonight I am here to tell you we are not done, because the work is not done."

— Willie O'Ree

"Trying to control your emotions and trying to bring yourself back into the present... having a hard time actually breathing because I think I'm going to faint on the ice, so struck with emotions."

— Ray Bourque

"Because the demands of a goalie are mostly mental, it means that for a goalie the biggest enemy is himself. Not a puck, not an opponent, not a quirk of size or style. Him."

— Ken Dryden

"Boys, I'm asking you to go to the well again."

— Herb Brooks

Pressure & Nerve

Sit with the voice that speaks to you today.

“Goaltending is sixty minutes of hell.”

— Glenn Hall

“I'd have lived miserably forever if I'd lost in 1972.”

— Yvan Cournoyer

“There were a lot of people who told me that playing with Maurice was going to add a lot of pressure, but I never felt any pressure. Montreal had a lot of great players; it wasn't just Maurice.”

— Henri 'Pocket Rocket' Richard

“There is pressure. For myself, it's just part of it. I've learned to embrace it. You get to be in those moments for a reason. When you get in those moments, nowadays I'm more enjoying it.”

— Marie-Philip Poulin

“A gold medal is a wonderful thing, but if you're not enough without it, you'll never be enough with it.”

— Hayley Wickenheiser

“We will fight against injustice and fight for what is right. I hope this inspires a new generation of hockey players and hockey fans.”

— Matt Dumba

“Play your game.”

— Herb Brooks

“Eighteen years of this. In the town. Out of the town. I really get tired of all these trips.”

— Maurice 'Rocket' Richard

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More from Pressure & Nerve



The moment before it starts.

“That's just a mental part of it, to sacrifice your body to get in front of that puck to pay that price.”

— **Mattias Ekholm**

A few more from Pressure & Nerve



Nerve is not the absence of fear.

“We know we're going in there to win Game 6 and bringing it back for Game 7. We feel we can win it and we feel we are going to win it.”

— Mark Messier

“Great moments are born from great opportunity. And that's what you have here tonight, boys. That's what you've earned here tonight. One game. If we played 'em ten times, they might win nine. But not this game. Not tonight. Tonight, we skate with them. This is your time. Now go out there and take it.”

— Eric Guggenheim (screenwriter)

“People hold a lot of negative energy in and are too shy to open up and talk about it. This book is really to help people open up and not be afraid to speak.”

— Jordin Tootoo

THEME 3 OF 7

Teamwork & Trust

The forty-five-second shift and the room's unwritten code — the game that runs on relays of trust.



Give everything for forty-five seconds, then trust the bench — hockey is a promise passed over the boards.

Teamwork & Trust — in the game, in life

Hockey has invented the most vivid unit of teamwork in sport: the shift. Forty-five seconds of everything you have, and then — this is the part that matters — you get off the ice. The game is too fast for heroics of endurance; it is built instead on trust in relays, on emptying yourself completely because the bench is full of people ready to continue what you started. A hockey team is a promise passed over the boards every half-minute. Inside that structure live the game's quieter covenants. Linemates who skate together for years develop something close to shared sight — the pass sent to empty ice, arriving exactly as a teammate does, is hockey's purest compliment: I believe in your next two seconds. Defencemen kneel into hundred-mile-an-hour shots, accepting bruises for a save they will never be credited with. And in the dressing room lives a code the sport guards jealously: what is said there stays, what is promised there holds, and the room protects its own people and polices its own standards. Ask retired players what they miss and the answer is rarely the games — it is the room. The lesson for the rest of us is double. First, the shift: work in honest bursts and hand over cleanly. You are not the whole game; empty yourself, then trust the change. The parent, the nurse, the founder who refuses ever to leave the ice does not finish the season. Second, the room: build one. A handful of people who share your standards, keep your confidences and tell you the truth is not a luxury — in the long season, it is the difference. Blocked shots and clean changes: almost everything good in a life together turns out to be one or the other.

“Hockey is a club that holds its members tightly, the bond forged by shared hardship and mutual passion, by every trip to the pond, where your feet hurt and your face is cold and you might get a stick in the ribs, and you still can't wait to get back out there.”

— Wayne Coffey

Teamwork & Trust

Sit with the voice that speaks to you today.

“When I look back at that team, I just think of the word team in capital letters.”

— Mark Messier

“They're simple guys, hockey players, great teammates, great people. They play hard.”

— Sean Kuraly

“Any chance can swing a game, and the willingness of every guy to get in lanes and make big blocks, guys are willing to do it.”

— Shea Theodore

“You don't make a journey like that alone. You make it with a lot of love and sacrifice. That's probably why I was searching the stands for my father after we won the gold medal.”

— Wayne Coffey

“Players are with us for three hours a day. I really care about the other 21 hours though. Some guys just fought with their girlfriends; others have a sick dog. I try to relate with them in all those situations.”

— Jon Cooper

“Always remember that those who are closest to you will be affected by your dreams. Somewhere along the way, they will undoubtedly have to sacrifice something in order to help you realize your goals.”

— Bobby Orr

“I was doing it because I believed in it. I was doing it not to irritate owners, I was doing it to help out other players. All of us needed help, we needed a voice as a group, not as an individual.”

— Ted Lindsay

“I always felt that you got to have some structure -- you have to have a foundation -- but your structure and accountability is really big.”

— Barry Trotz

Teamwork & Trust

Sit with the voice that speaks to you today.

"If you can play, you can play."

— Patrick Burke

"Fathers and mothers love their children as I love this hockey team."

— Herb Brooks

"Find a young boy or girl who needs an opportunity to play hockey, and give it to them. You never know, they may make history."

— Willie O'Ree

"I want to bring energy, physicality, sticking up for teammates, getting energy going any way it can, whether it's a fight or whatever."

— Ryan Reaves

"Faceoffs, physical, sticking up for my teammates, stuff like that."

— Mark Kastelic

"There's one guy taking the faceoff, but four other guys on your side have a say in what happens."

— Shaun Van Allen

"How do I say I can't play when there's a guy who has played four games with broken ribs and torn cartilage and he's dropping his shoulder into guys to make plays?"

— Cliff Ronning

"I've always said, all the time, it's a team sport. Fellas, thank you very much. I love you so much."

— Alex Ovechkin

Teamwork & Trust

Sit with the voice that speaks to you today.

“If you bring your lunch pail and your work boots every night and contribute to the team in any way you can — I think all three of us have that mindset.”

— Blake Lizotte

“The team is much bigger than the guys on the ice. It's a pretty powerful, pretty emotional day for the player and his family.”

— Phil Pritchard

“The importance of teammates is the thing I appreciate the most from those years. I was a lucky guy.”

— Phil Esposito

“I don't think there's a recipe for clutch. I've been very fortunate to be in those moments. I don't think it's just me. There's a lot of people involved in making me the player I am.”

— Marie-Philip Poulin

“Usually I'm so close to a shooter that it's coming off his stick and 'Boom!' I'm hoping that it hits my body.”

— Jay Beagle

“One of the reasons I've made it as long as I have in the league is because I specifically know I'm not an All-Star. I don't deserve this. Vote for my teammates.”

— John Scott

“He was like a monument. He gave us a bottomless well of poise.”

— Al Arbour

“If you don't have a team that's committed to play a certain way in front of you, you're not getting shutouts. You can't do it by yourself.”

— Martin Brodeur

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More from Teamwork & Trust



Nobody does this alone.

“I hope you'll join in advocating for the power of opportunity for everyone, because it's only when our voices are united that we become too loud to ignore.”

— Jayna Hefford

A few more from Teamwork & Trust



Trust, built in the ordinary weeks.

“Everyone in that locker room would be looking to him and wanting to play for him, so he wouldn't really have to say much for guys to rally behind him.”

— Ryan Graves

“There aren't many nights when we don't bring the work boots. Some nights you don't have it.”

— Blake Lizotte

“Just being able to celebrate that with my teammates and my family was special, especially the way it happened. Sometimes I still need to pinch myself when I talk about that.”

— Marie-Philip Poulin

THEME 4 OF 7

Defeat & Bouncing Back

The horn that ends a season — the losing room, and the summer of coming back.



The horn ends the season; the summer decides what the season meant.

Defeat & Bouncing Back — in the game, in life

No sport asks its people to absorb more losing than hockey. The season is long, the margins are cruel — a puck's width, a bad bounce off a skate, an overtime that ends in a blink — and even the greatest teams lose dozens of nights a year. Hockey players learn early what most of us learn late: that losing is not an interruption of the work but part of its weather, and that the only workable response is a short memory and a next shift. But the game saves its true examination for spring. A playoff run ends in a single night: one goal, one horn, and a season of dark-morning practices and sacrificed weekends is finished. The losing room afterwards is one of the most honest places in sport — grown players in tears, equipment half off, nobody pretending. Hockey does not consider this weakness. The grief is the measure of the caring, and the room lets it be real. What happens next is what the sport teaches best. The summer of work. The quiet rinks in the off-season. The team that returns in autumn carrying its elimination as instruction rather than shame — because hockey lore is unambiguous on this point: nearly every champion lost hard first, and later named the losing as the making. Your own seasons will end badly sometimes — the venture, the application, the plan in pieces on the kitchen table. Do it the hockey way. Let the loss be fully felt, in a room with people who understand; grief is only love with nowhere to go for a night. Then begin your summer: the unwatched work, the honest fixes, the slow rebuild. The horn ends the season. It has never once ended a story that refused to stop there.

“Because I always try so hard to win and had my troubles in Boston, I was suspended. I want to do what is good for the people of Montreal and the team. I will take my punishment and come back next year to help the club and the younger players to win the Cup.”

— Maurice 'Rocket' Richard

Defeat & Bouncing Back

Sit with the voice that speaks to you today.

"I dreamt of playing for the Blackhawks and in the Olympics, just like my brothers, and I was really upset that they could take it further than I could because of their gender."

— Cammi Granato

"I just want people to understand that there is light at the end of the tunnel."

— Jordin Tootoo

"Forgiveness in our hearts has helped us move on. We forgive because Dany has shown remorse to our family."

— Graham Snyder

"We should've scored, but we didn't. That's what it comes down to."

— David Krejci

"If I knew then what I know now, the ultimate decision would have been for me to call it quits earlier."

— Keith Primeau

"I promised Mess I wouldn't do this."

— Wayne Gretzky

"I thought about it even during radiation. I was determined to come back and regain the lead."

— Mario Lemieux

"If he sat out a game, there are no words to describe his depression."

— Pat Sawchuk

Defeat & Bouncing Back

Sit with the voice that speaks to you today.

“Ever since I was taken away when I was seven, all I wanted to do was go home, to be in the arms of this land.”

— Fred Sasakamoose

“Winning is the central card in a house of cards, and without it, or with less of it, motivations that seemed pure and clear go cloudy, and personal qualities once noble and abundant turn on end.”

— Ken Dryden

“I’ll never get over this. I’m not over ‘13 yet. This hurts more than that.”

— Brad Marchand

“Every time you sustain a head injury, the risk gets higher and higher. I always said that if there ever was a point where the risk was more than minimal, I would stop playing.”

— Pat LaFontaine

“Just the thought of talking to a friend on the phone seemed like a huge mental and almost physical effort.”

— Marc Savard

“In my case, I was sure I was going to die. My only concern was getting off the ice so that my mother, who was watching the game back home on TV, wouldn’t have to see me bleed to death.”

— Clint Malarchuk

“You find that you have peace of mind and can enjoy yourself, get more sleep, and rest when you know that it was a 100% effort that you gave—win or lose.”

— Gordie Howe

“The mental aspect of what I went through after the hit was just as brutal as the hit itself.”

— Marc Savard

Defeat & Bouncing Back

Sit with the voice that speaks to you today.

“It sunk in right away. One side's elation. The other side's nothing.”

— Charlie McAvoy

“If you fall, just get back up.”

— Willie O'Ree

“Once the game is gone it doesn't mean that your concussion symptoms are gone. You still have a long life you need to live, and I'm living proof of that.”

— Keith Primeau

“I didn't want to be treated differently than any other player. I wanted to be treated like the other players. That was the part I had the hardest time with.”

— Manon Rhéaume

“I might have practiced stick-handling with my head up a bit more.”

— Eric Lindros

“Our freedom was stolen. Whole generations were crippled by the restrictions of the Indian Act and by childhoods destroyed in residential schools.”

— Fred Sasakamoose

“I wanted to play the game so bad I didn't care what I had to endure, and looking back, as a little girl at that time, it was a lot.”

— Hayley Wickenheiser

“I know I'm not playing good hockey now. I'm weak now. My legs are tired.”

— Maurice 'Rocket' Richard

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More from Defeat & Bouncing Back



The walk back.

“The crushing anxiety that I experienced was worse than any broken bone.”

— Marc Savard

A few more from Defeat & Bouncing Back



And then you come again.

"I wasn't nervous to get hit or to go on the ice. That's actually where I felt good. It was when I had to come to the rink and change in the bathroom, and then walk through the lobby of all the parents and the comments and the harassment that I would often hear."

— Hayley Wickenheiser

"You're either very excited or you're down. You just wanted to get it over with quickly."

— Dave Keon

"My philosophy is never start talking about if, and, but or the past, because 90 percent of what follows will be negative."

— Gordie Howe

THEME 5 OF 7

Joy & Love of the Game

Backyard rinks and frozen ponds at dawn — skating as the nearest thing to flight.



Gliding is the nearest thing to flight — and every hockey player learned it falling.

Joy & Love of the Game — in the game, in life

Hockey's soul lives outdoors, at dawn, in the cold. Ask the game's people where it began for them and you hear the same liturgy: the backyard rink a parent flooded at midnight, board by board; the frozen pond where the rules were invented, disputed and abandoned; skating until dark with frozen toes and no desire whatsoever to go inside. The sport asks more of families than almost any other — the pre-dawn practices, the long drives through winter darkness, the cold arenas with terrible coffee — and hockey people speak of all of it with unmistakable love, because the sacrifice is half the romance. At the centre of it sits a plain and perfect joy: skating itself. Gliding is the closest thing the human body knows to flight, and you can watch the delight of it survive intact from a child's first wobbling laps to the oldest late-night league veteran who still comes out on Tuesdays for no reason anyone can bill. Even the professionals keep the pond inside them. Watch a practice end and see who stays out — drills done, the ice theirs, grown players playing keep-away like children while the rink attendant waits. The ones who last are the ones who protect that feeling from everything the sport piles on top of it. The lesson is the one all games teach, but hockey teaches it coldest and clearest. Duty is a good engine and a terrible fuel; the energy for the hardest seasons comes from the play you refuse to surrender. Keep your pond. Keep your Tuesday night, your garden, your guitar, your slow Sunday ride. Do it badly, laughing, with frozen toes. The day it stops being play, you have not grown up — you have only come indoors too soon.

“It's like every time you step onto a fresh sheet of ice, even if it's at 5 o'clock in the morning, you're just so excited for that Zamboni to come off and for that barn door to swing open so you can hop out onto the ice.”

— Connor McDavid

Joy & Love of the Game

Sit with the voice that speaks to you today.

"It all boils down to the same thing as when I was a kid: a passion for the game. You either have it, or you don't."

— Teemu Selänne

"All I ever imagined as a kid was the game itself. The question of color was never part of it."

— Willie O'Ree

"Oh baby!"

— Bob Cole

"It was and will always be a big part of my career and something that catapulted me into celebrity status in the hockey world."

— Peter Forsberg

"Playing with my buddies, whether it's on the bay or the river or the school rink, parking lot, playing hockey, those are my fondest memories."

— Bobby Orr

"Every day, Teemu finds something to be happy about."

— Teemu Selanne

"With all the misery at that school, the best relief for me was always sports. Soccer, softball, basketball. And more than anything else, hockey."

— Fred Sasakamoose

"You dream of scoring an overtime goal to win the Stanley Cup as a kid. To be able to do that at 21 years old, for a franchise that hadn't won a Cup in 49 years, it was a pretty special moment."

— Patrick Kane

Joy & Love of the Game

Sit with the voice that speaks to you today.

“When you love something, it's tough to give up.”

— Jaromir Jagr

“I try to smile, get back to work and practice and move on. I find that's how you get out of a slump quicker, if you always keep grinding.”

— Marc-Andre Fleury

“We did it, boys, we did it. It's history!”

— Alex Ovechkin

“It blows me away; it really does. There are a lot of firsts in women's hockey and women's sports in general. But this one, it was unfathomable. It was something I always thought unattainable.”

— Cammi Granato

“I remember that as a kid, when you first get out on the ice in the open air, it kinda does get your lungs a little bit.”

— Nick Foligno

“Just as a kid growing up watching the Olympics, dreaming of playing for Team Canada—to be part of that whole experience and just the way it all worked out was really special.”

— Sidney Crosby

“Everything is happening!”

— Bob Cole

“Where I started, it was just a basketball court that the firemen would freeze over in the wintertime. It was four blocks from my house. I'd put my skates on at home and walk to the rink with no skate guards.”

— Chris Chelios

Joy & Love of the Game

Sit with the voice that speaks to you today.

“Golly gee willikers!”

— Howie Meeker

“It came out of my heart, at the moment.”

— Al Michaels

“He loves to play hockey and enjoys the way he's playing.”

— Sergei Fedorov

“When you win the Stanley Cup after dreaming about it your whole life, for me that was the highlight of my hockey playing career.”

— Bobby Clarke

“Every medal is a different story. They're unique. This a special one.”

— Marie-Philip Poulin

“Growing up in small town Slovakia, Trencin, you don't dream about nights like this. You dream about a patch of ice that doesn't melt before you finish practice, you dream about finding a stick that's not broken.”

— Zdeno Chara

“I don't think about being the face of the NHL—I just enjoy my time right now. I'm having the time of my life.”

— Alex Ovechkin

“I grew up with the same dream that most boys in Canada have — to play in the NHL. This is a tremendous way for it to end.”

— Bobby Orr

FROSTBANK ICE HOCKEY CLUB

More from Joy & Love of the Game



Why anyone starts.

“The sport allowed me to be me, to be myself on the ice. I could have any kind of problem and when I step on the ice, everything stops.”

— Danielle Goyette

This copy belongs to: Sample Reader

Frostbank Ice Hockey Club · Joy & Love of the Game

A few more from Joy & Love of the Game



The part nobody has to be told to love.

"You play because you love the game and you want to play. Don't let nobody take that away from you."

— P.K. Subban

"As I went across, Glenn's legs opened, so I jumped."

— Bobby Orr

"I have six kids. One for each 100 goals."

— Maurice 'Rocket' Richard

THEME 6 OF 7

Mastery & Practice

Nobody is born able to skate — dark mornings and ten thousand falls behind every effortless shift.



Nobody is born able to skate; every effortless stride is ten thousand falls, organised.

Mastery & Practice — in the game, in life

Hockey demands a mastery unlike any other game, because its first skill is not natural to the species. Nobody is born able to skate. Every player in the world began by falling — and getting up, and falling — until, thousands of repetitions later, the impossible became unconscious and a human being could think about a puck while flying. That apprenticeship shapes the sport's whole culture. Hockey people rise before the sun because ice time is scarce and craft is hungry: the dark-morning practices, the skating drills without any puck at all, edges carved into fresh ice over and over until balance becomes a possession rather than an achievement. Then comes the stick: the puck handled through cones and eventually through defenders, the wrist shot fired against garage doors through entire winters, passes bounced off the boards to an imaginary teammate ten thousand times. Watch a professional warm-up closely and you are watching a childhood made visible — every effortless flick carries decades. The game under pressure then runs on whatever was drilled deepest: in the third period, on tired legs, the hands keep their softness and the feet keep their edges only for those who paid in full during all those dark mornings. And the craft is perfectly democratic. The ice does not know your surname or your address; it rewards attention, repetition and honest error, and it flatters no one — you can either stop on both sides or you cannot. Everything worth doing in your life obeys the same law: the language, the instrument, the trade, the patient art of keeping your composure. Find your dark-morning rink — the hour nobody sees, the standard nobody demands but you. Fall, get up, repeat. Mastery is just falling, organised.

“No matter how many people will approach you with money and gifts and offers that seem ridiculously easy, you must remember that nothing comes free in this life, and that hard work and discipline will make you who and what you are.”

— Jean Béliveau

Mastery & Practice

Sit with the voice that speaks to you today.

“Scoring is easy. You simply stand in the slot, take your beating and shoot the puck into the net.”

— Phil Esposito

“Keep your stick on the ice.”

— Howie Meeker

“You can't rely only on your eyes. You need to also watch the video and put the video to the numbers.”

— Craig Johnson

“He took the skills he learned from hockey and transposed them into his life-off-ice skills. He was an entrepreneur, a trailblazer that kept stepping outside the box.”

— Bernice Carnegie

“His biggest strength is his positioning and not overexerting himself... He's always in the right position. His timing is always impeccable.”

— Larry Murphy

“Every faceoff I take, I'm trying to win. The neutral zone, the defensive zone, the offensive zone.”

— Yanic Perreault

“Cannonading drive!”

— Danny Gallivan

“When you are a presence, there are many things you need not do, for it is simply understood you can do them. So you don't do them.”

— Ken Dryden

Mastery & Practice

Sit with the voice that speaks to you today.

"I'm really just a lucky old farmboy. At first all I ever wanted to do was stick around for a while, but as time went by I decided I'd play 20 years if it killed me."

— Gordie Howe

"You miss 100 percent of the shots you don't take."

— Wayne Gretzky

"It has to happen every day."

— Rod Brind'Amour

"I probably developed what scouts called my quick hands and quick release more out of self-defense than anything else."

— Mike Bossy

"Putting your stick down is close to an art. The trick is putting your stick down and then bringing it up all in one motion."

— Shaun Van Allen

"It's easy to be the best, it's hard to stay the best."

— Martin Brodeur

"Transferring your weight is a big part of it. Core strength is a huge part of it."

— Al MacInnis

"The processing skills of a defenseman are the No. 1 thing. The ability to problem-solve is, to me, key."

— Barry Trotz

Mastery & Practice

Sit with the voice that speaks to you today.

“We learned that if you were going to have any success, it was because you had to work.”

— Bobby Clarke

“I'd like to express admiration for all the women in the sports world that are breaking barriers in so many different roles. Your determination and accomplishments give us the motivation to work harder and keep moving forward.”

— Kim St-Pierre

“There's nothing like becoming a mother. As women athletes, we are strong. We figure it out. We've been figuring it out for years. You just become supermom and find a way to manage your time.”

— Emerance Maschmeyer

“You look to conserve that energy a little bit more. As much as I like getting on the ice in the morning, it's good if you can just take that opportunity to do other things. It's always a balancing act.”

— Sidney Crosby

“You don't win a championship because it's your turn. Championships are won by great execution, galvanizing a team together and being able to overcome all the adversity and obstacles that are put in your way, including curses.”

— Mark Messier

“Impossible is nothing and they can be the change, that hockey is for everyone. Write your own story and achieve your own version of greatness.”

— Kim St-Pierre

“Why does everyone assume this is the end of the road? For me, it was only the beginning.”

— Kendall Coyne Schofield

“I was probably born to be the goaltender.”

— Dominik Hasek

FROSTBANK ICE HOCKEY CLUB

More from Mastery & Practice



The thousandth repetition.

“If you're blocking an absolute ton of shots, you're probably not having a very good game.”

— Matt Niskanen

A few more from Mastery & Practice



Hard-won, quietly.

“My sticks, because they flex so much, I try to lean with my body into it.”

— Martin Frk

“A golden child, a genius, a prodigy, a shinny Mozart born of the rocks and the trees and the water of near-Northern Ontario, fully-formed, original, perhaps the greatest player who has ever been born.”

— Stephen Brunt

“Again.”

— Eric Guggenheim (screenwriter)

THEME 7 OF 7

Watching & Belonging

Small towns built around a rink — cold arenas, loud devotion, and the inheritance of a team.



The town keeps the rink warm, and the rink keeps the town.

Watching & Belonging — in the game, in life

There are towns — hundreds of them, scattered across the cold parts of the world — where the rink is not a building in the community but the building: the place where everyone learned to skate, where the whole district gathers on winter nights, where the noticeboard tells you everything happening for thirty miles. Hockey fandom begins there, in cold arenas that smell of coffee and skate leather, among crowds who bang the glass and know every player's grandmother. It is fandom at its most personal: the town watching its own children, the game simply the town seeing itself, once a week, under bright lights. The devotion scales up without losing its temperature. Big-city hockey crowds are among sport's most learned — they applaud a good defensive play no casual eye would notice, rise for a goaltender's robbery as loudly as for a goal, and keep the old customs: hats sailing onto the ice for a third goal, the thunder of appreciation for an injured player who leaves upright, the long ovation for a returning veteran wearing the wrong colours. And everywhere, the inheritance: bundled children carried up arena steps by parents who were carried up the same steps, learning the family's team the way they learn the family's stories. Hockey people drive hours through snow to watch; loyalty with a windchill is the game's quiet boast. The lesson in the stands is the one belonging always teaches: nobody feels their way into a community first. They show up, in the cold, again — and the feeling follows the faithfulness. So find your rink: the choir, the hall, the club, the congregation. Learn its customs, cheer its unnoticed good work, carry a child up its steps. The town keeps the rink warm. The rink keeps the town.

“It was 50 years ago this fall, with pen and pad in hand at old Civic Arena in Pittsburgh, I got my first chance to cover the National Hockey League. Gordie Howe was a Red Wing, Bobby Hull was a Blackhawk, Bobby Orr was a Bruin. A time like this makes me recall that we have seen a lot together.”

— Mike "Doc" Emrick

Watching & Belonging

Sit with the voice that speaks to you today.

“Representing Canada means everything to me. Some of my favorite hockey memories ever are with a Canada jersey on.”

— Connor McDavid

“Up until that moment, hockey was definitively a Canadian game. We were the originators of hockey, the developers, the world's best at it. Our way was the hockey way.”

— Ken Dryden

“Don't be a donkey.”

— Bobby Orr

“There's just something special about it and a lot of players will tell you, maybe not this generation, but mine, that's how you got started was at outdoor rinks.”

— Chris Chelios

“It's a testament to the caliber of play that we have, our fanbase, the product that we put together, and the work that we do when the lights aren't bright.”

— Hilary Knight

“Hello Canada, and hockey fans in the United States and Newfoundland.”

— Foster Hewitt

“Old time hockey. Like Eddie Shore.”

— The Hanson Brothers (screenplay by Nancy Dowd)

“It's part of our history, part of our pleasure, part of our pride. Part of us. So when something big goes wrong, it matters to us. Really matters.”

— Ken Dryden

Watching & Belonging

Sit with the voice that speaks to you today.

“Puttin’ on the foil! Every game!”

— Steve and Jeff Hanson (screenplay by Nancy Dowd)

“Hockey is for everyone.”

— Willie O’Ree

“It shows the top players, men or women, belong.”

— Kendall Coyne Schofield

“Eleven seconds, you’ve got ten seconds, the countdown going on right now! Tomorrow, up to Silk. Five seconds left in the game. Do you believe in miracles? Yes!”

— Al Michaels

“Things change over 50 years, but much of what I love is unchanged from then to now and into the years ahead.”

— Mike “Doc” Emrick

“We did it because we love our country, and not for any other reason. We came because we love Canada. And even though we play in the United States, and we earn money in the United States, Canada is still our home.”

— Phil Esposito

“The good old hockey game is the best game you can name, and the best game you can name is the good old hockey game.”

— Stompin’ Tom Connors

“I think about Cole Harbour all the time, my friends back there, and growing up there and everything that came along with that, so it’s a special place to me.”

— Sidney Crosby

Watching & Belonging

Sit with the voice that speaks to you today.

"Here's another shot... right in front! They score! Henderson has scored for Canada!"

— Foster Hewitt

"I love the game. I still get passionate. I still get butterflies."

— Bob Cole

"As for church, we found there the tranquillity of God: there we forgot school and dreamed about the next hockey game."

— Roch Carrier

"Through our daydreams it might happen that we would recite a prayer: we would ask God to help us play as well as Maurice Richard."

— Roch Carrier

"I don't think I ever thought I'd be starting off a Stanley Cup parade there."

— Sidney Crosby

"People bother me. The young ones, they're all right. It's the old ones who have had a drink or two too much, yelling at you, asking all sorts of questions."

— Maurice 'Rocket' Richard

"It was overwhelming. I really appreciated what happened there."

— Saku Koivu

"No one on the team would have ever believed 50 years on we'd still be celebrating. We had no idea it would have the magnitude it did."

— Paul Henderson

FROSTBANK ICE HOCKEY CLUB

More from Watching & Belonging



Belonging, in the stands.

“The winters of my childhood were long, long seasons. We lived in three places - the school, the church, and the skating-rink, but our real life was on the skating-rink.”

— Roch Carrier

A few more from Watching & Belonging



The people who turn up.

“Nothing is as good as it used to be, and it never was. The 'golden age of sports,' the golden age of anything, is the age of everyone's childhood.”

— Ken Dryden

“Hockey belongs to those who play it. To everyone who plays it.”

— Ken Dryden

“The last three years have been difficult at times, and to come back and feel that love, incredible.”

— Gabriel Landeskog

About Frostbank Ice Hockey Club

Frostbank Ice Hockey Club is a demonstration client, invented to show how a branded edition looks and reads. In a real edition this page carries your own history, your own words, and the details your people would want to keep.

Website: sportsmart4life.co.za

After the final whistle



Until the next one.

Between the Whistles

The final horn is only ever half true. Somewhere a sheet of fresh ice is already waiting — a pond freezing overnight, a practice starting in the dark, a child asking for ten more minutes before the porch light goes off. May the voices in this collection walk with you between the periods of your own life.

SportSmart4Life is the intelligent spectator's toolkit — learn the games you love, watch them smarter, and let the wisdom of sport walk into your life. Explore the sports, SpectatorIQ and the Voices of the Game at sportsmart4life.co.za.

Go Deeper with SportSmart

This collection began as a way of watching. If the voices in these pages made you want to watch with sharper eyes — and let more of the game walk into your life — here is where the journey continues.

- **The Ice Hockey Spectator Module**

eight tools that teach you the game itself — read the play, know the laws, follow the season's plots, and grow your Fan IQ match by match.

sportsmart4life.co.za

- **SportSmart4Life Membership**

the intelligent spectator's home — modules across 80+ sports, one member dashboard, and wisdom tools that turn watching into wellbeing.

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- **SpectatorIQ — the Quiz Show**

test your sports brain in our quiz show — ladders, live rounds and power-ups across every sport we cover.

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- **Voices of the Game**

the living library behind this book - thousands of verified voices to explore, sport by sport and theme by theme.

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Every quotation in this collection is real, verified and honestly attributed — that is the Voices of the Game promise.