



FOR IMMEDIATE RELEASE

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PX3 AMP program hosts June 3 showcase and fall registration event

CALGARY, Alta. – The PX3 Accelerated Multisport Program, AMP, is opening its doors on Saturday, June 3, for a 3-on-3 cross-ice showcase and fall registration event.

The AMP program is a more scientific and professional-based approach to youth hockey development and brain safety. It launches this fall at WinSport's Canada Olympic Park.

The June 3rd showcase and registration day will provide the opportunity for hockey parents and kids to see the on-ice training and cross-ice games in action, meet the AMP hockey goaltending and multi-sport coaches, tour the Winsport Medicine Clinic, and talk with supporting partners and sponsors. There will even be a special guest appearance by Calgary Flames' mascot Harvey the Hound.

Activities begin at 10:30 a.m. and will run until 1:30 p.m. Registration for the AMP Fall Program is available at the event or online at www.px3AMP.org.

"The cross-ice, 3-on-3 format gives kids an accelerated development platform where we can get four or five seasons worth of repetitions in one. If you've watched what has happened in the U.S. over the last decade with how cross-ice hockey has impacted the level of the game there, you understand why this format is so important. Keeping that in mind, the PX3 AMP program uses these principles and also includes heightened brain safety awareness, tremendous, experienced coaches and individualized skill and athletic development for your child," says AMP Chairman Brad Layzell. "AMP is about developing leaders, both on and off the ice."

For more information on the program or the June 3rd showcase and registration event, visit www.px3AMP.org.

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About PX3 AMP

Brad Layzell founded PX3 AMP to provide new evidence-based solutions for brain health and brain safety among youth athletes. Mr. Layzell has assembled a team of former pro, Olympic and Paralympic players along with world-class doctors, researchers and professionals who are all dedicated to building a stronger and safer future for kids and the game of hockey in Canada.

About WinSport

WinSport provides world-class sport facilities where Canadian athletes can discover, develop and excel. WinSport owns and operates Canada Olympic Park in Calgary, Alta., the Bill Warren Training Centre located at the Canmore Nordic Centre and the Beckie Scott High Performance Training Centre on Haig Glacier, Alta. A not-for-profit organization, WinSport supports national sport organizations, encourages educational opportunities and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the public. For more information on WinSport please visit www.winsport.ca.

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