

"I'm worried that many young players never get to experience the pure enjoyment of the game," said Orr, who is arguably the best player in NHL history. "They are pressured by parents, by coaches, and each other. As parents, coaches, and teammates it is our responsibility to ensure that everyone leaves the arena with a positive experience to bring them back.

"This program is designed to promote values such as respect and responsibility both on and off the ice at an age where we can leave a lasting impression. And the results speak for themselves. Kids are learning hockey skills, and having fun doing it."

A two-time Olympic gold medalist, Campbell said, "I believe it is important for every player to have access to the best program in the world for developing values like respect and responsibility while having fun. This program sets the foundation for future hockey enjoyment for parents and players."

Since 1999, over 45,000 children ages five to nine have attended Chevrolet Safe & Fun clinics.

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