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SPORT ACTIVITIES

■ IIHF Skills Challenge

Season 2007/08 - Worldwide

To involve children all over the world in the IIHF 100th Anniversary, the International Ice Hockey Federation developed a concept of a world wide skills challenge for young male and female ice hockey players up to the age of 15 (1993 born).

A global database and website for all test results was supported by video-based test instructions. More than 500 tool kits with shooter tutors had been shipped to the IIHF Member National Associations and the initiative counted more than 4000 participants globally.



The IIHF Skills Challenge in Korea

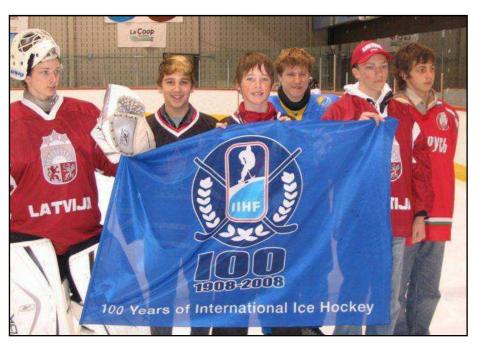
30 IIHF member national associations organized the Skills Challenge tests to determine their most skilled male and female youth ice hockey player. The best players of each participating IIHF member national association were invited to the 2008 IIHF Skills Challenge on the weekend from 2 to 4 May 2008 in Quebec City. The event was the first ever international skills challenge and was part of the IIHF 100th Anniversary celebrations.



The Skills Challenge took place during the opening weekend of the 2008 IIHF World Championship. A total of 104 participants took part in the event (ages 11 to 16), coming from 30 IIHF Member Associations.



Hockey Canada held a Canadian Skills Challenge on May 3rd in conjunction with the IIHF event. Twenty-four players and 12 goalies represented various Hockey Canada branches. The top male player, top female player, top male goaltender and top female goaltender moved forward to represent Canada in the international competition, whose four winners came from four different countries.





First World Women's U18 Championship

7 - 12 January 2008 - Calgary, Canada

In January 2008, the IIHF organized the first-ever World Women's U18 Championship in Alberta, Canada. This was an important step in the development of women's ice hockey, and served as an excellent event to emphasize the 100th Anniversary Celebrations. The participating nations were Canada, the USA, Sweden, Finland, Germany, Switzerland, Russia and the Czech Republic.

The United States won the inaugural IIHF World Women's U18 Championship by beating host Canada 5-2 in the final game. The success of the Americans in the final was a slight surprise as the Canadians had won all three exhibition games against their final opponent but could not repeat it for the most important one in front of a sell-out crowd of 2,156 fans in Calgary's Father David Bauer Arena.

The Czech Republic was the surprise bronze winner, thanks to a 4-2 win over Sweden. It is by far the biggest success the Czech women's program, which has never qualified for the women's senior top division. In the other placement games, the wins of the group stage were repeated. Germany beat Finland 4-1 to grab fifth place, while Switzerland also earned a 4-1 win against Russia.



IIHF World Youth Hockey Tournament

World Men's Championships, May 2008 - Quebec City and Halifax, Canada

The IIHF created two world class tournaments for Pee Wee AAA and Bantam AAA teams from all around the world. Hockey Canada in partnership with the IIHF and its member associations hosted for the first time a World Youth Hockey Tournament in both Québec City and Halifax from 1-4 May 2008.









From left: Hockey Canada COO Scott Smith, IIHF General Secretary Horst Lichtner, IIHF President René Fasel, Boston Bruins' Patrice Bergeron, Chairman of the Host Committee Jeannot Demers and Sylvain Lalonde from Hockey Quebec

With more than 35 teams and 600 players from three nations, this was one of the first class events during the 100th Anniversary of the IIHF. Hockey Canada was proud to act as the host of the Men's World Championship as well as the inaugural IIHF World Youth Hockey Tournament.

IIHF World Oldtimer's Tournament

World Men's Championships, May 2008 - Quebec City and Halifax, Canada



Hockey Canada organized two world class tournaments for all registered adult recreational players. With the partnership of the IIHF and other national associations, Hockey Canada hosted for the first time a world adult recreation challenge in both Quebec City and Halifax. Teams had the option of either attending the Halifax tournament, from 5 to 11 May 2008 or the Quebec City event, from 8 to 11 May 2008.





ER-THC from Russia. In white: Team Rouyn-Noranda from the province of Québec.

Also this event proved to be one of the highlights of the IIHF centennial hockey season. The Quebec organizers welcomed 38 (3 international) and the organizing staff in Halifax even 47 (12 international) teams. Altogether, this added up to more than 1400 participants from seven nations. Notable facts: The most exotic participants made their way from Dubai and the oldest cracks counted more than 70 years. Due to the participation of a Gazprom team (Russia), also many ex-professional players (amongst others Alexander Yakashev) joined the happening.

The participants were very excited about the tie-in with the IIHF Men's World Championship and many teams expressed their hopes for a similar event at the 2009 IIHF World Championship in Switzerland.





First Victoria Cup

1 October 2008 - Berne, Switzerland

The Victoria Cup is an annual game or series of games played between one or more European teams - determined by the Champions Hockey League (for the 2008-2009 season by the 2008 European Champions Cup respectively) - and one or more NHL challengers. The inaugural Victoria Cup, one of the highlights of the IIHF 100th Anniversary celebrations, was played on 1 October 2008, in Berne, capital of Switzerland, in a match-up between European club champion Metallurg Magnitogorsk (Russia) and the New York Rangers as an NHL challenger.



The cup is named after the Victoria Skating Rink in Montreal where the first organised hockey game was played on 3 March 1875.

The Victoria Cup was preceded by an exhibition game on Tuesday, 30 September 2008, between host SC Bern and the New York Rangers. It marked the first time a Swiss club played an NHL team. "This is a milestone for international hockey and for the relationship between the IIHF and the National Hockey League," said IIHF President René Fasel. "Ever since the historic game between the Montreal Canadiens and CSKA Moscow on New Year's Eve 1975, hockey fans around the world have been longing for games between NHL clubs and European teams."







The New York Rangers saw for what you have to beat Metallurg: the Victoria Cup. From left: Chris Drury, IIHF President René Fasel, Berne's mayor Alexander Tschäppät, U.S. ambassador Peter R. Coneway, Henrik Lundqvist.

Victoria Cup to the Big Apple

The first Victoria Cup, where the best European team took on the NHL in a country that's famous for its neutrality. And the New York Rangers wrote their name to the hockey history, with its 4-3 win over Metallurg Magnitogorsk.

The arena was red, white, and blue, but not the kind that coach Tom Renney might have anticipated as hundreds of Metallurg fans had travelled to Switzerland to witness the historic game. Their team, dressed in white tonight, started the game focused and with a lot of energy.

"The way the game turned out was great for us. It'll make us stronger. The last period was outstanding," said Lundqvist.



With the game being tied 3:3, and only 20 seconds remaining, Ryan Callahan intercepted a Metallurg pass from Malenkikh and found himself on a breakaway which he didn't miss.



OFFICIAL IIHF 100 YEAR LOOK AND FEEL

The IIHF created a special addition to its corporate design to bestow a festive, yet dignified look and feel to the 100th Anniversary celebrations. During the 2007-2008 season and also partly in 2008-2009, this logo enhanced the regular, traditional IIHF corporate design, to commemorate the centennial of the founding of the IIHF.

The 100 Year Logo

This logo, as it incorporates the IIHF Logo, can be used to substitute the regular IIHF Logo.

The Graphic Elements

There were three basic graphic elements to the IIHF 100 Year logo. These could be used separately or in combination, depending on the nature of the event or the occasion.





The Basic Look

The Basic Look consists of traditional graphics taken from the IIHF Corporate Design, combined in new fashions, to yield a fresh yet traditional, dignified look.



The Special Look

For IIHF 100 Year festive events, a special iconic look was created. It could be seen at fan and kids' events other special, fun occasions. Here, the IIHF 100 Year logo incorporated into a stylized representation of the flags of the world, indicating the 65 IIHF member nations, in the five Olympic colours.



The Connection Look

The Basic Look and the Special Look were also combined to form a more colourful, festive version of the traditional IIHF Look. This look was seen for example on IIHF World Championship rink-boards at all levels, from seniors, to Division III and IV, to Women's to U20 and U18.





IIHF CENTENNIAL ICE RINK

In 2007, the International Ice Hockey Federation built a temporary portable ice rink (15x28m) in the backyard of their headquarters in Zurich, Switzerland. The project had been initiated due to the IIHF 100th Anniversary.

With the miniature ice surface which was meant to be an ice hockey field rather than a public skating area, the IIHF aimed to achieve the following key objectives: Have as many people as possible come and play ice hockey, promote youth hockey and bring new people to the sport. From a promotional perspective, the desired goal was to communicate a positive image of the IIHF and raise awareness of the international organization's functions, operations and their centennial.



The ice rink was operated by IIHF staff from 29 November 2007 to 1 March 2008. In this three-month period, more than 6000 people visited the ice rink. The main audience was comprised of schools, families and adults. Eight major events throughout its operation were responsible for another big portion of the IIHF Ice Rink's visitors.

The entire facility including infrastructure was available to the visitors for free and was being operated on a self-service basis. Parties booked the ice time prior to their visit and were given the facilities exclusively for their own group. Skates and equipment were also provided onsite free of charge.

The IIHF Ice Rink evoked tremendous positive feedback from its audience: More than 50 thank you letters arrived at the IIHF after the project had concluded. The media echo was also encouraging with more than 21 exclusive newspaper articles, radio interviews, online coverage and TV exposure. The IIHF has proof of six children who commenced to play organized ice hockey, after they had visited the IIHF Ice Rink.



One of the most successful events on the Centennial Rink was the IIHF Skills Camp. During one of the 14 weeks of ice time at the IIHF headquarters, at least 30 players were introduced to hockey as the IIHF hosted a Skills Camp on the Centennial Ice Rink. And it wasn't just an average hockey camp. The 7 to 12 year old players were taught by some of the most qualified instructors from all around the world as the IIHF Coach Instructors, who were in town for a meeting, served as the camp coaches.



The instructors, who hailed exotic locales such as Norway, New Zealand and Finland, spent one and a half hours each day that week on the ice with the group of 30 or more players. For the first few days, there was a steep learning curve for both the participants and coaches.

The coaches remembered just how long it can take a new comer to get into hockey equipment, while the players soaked up all the skating and hockey drills like a sponge. The bright sunny skies throughout the week in Zurich also provided the perfect learning environment.

By the end of the week, all youngsters were not only able to dress themselves in a record-breaking time, but also had become little hockey professionals themselves. And who knows, after their brief introduction to hockey, the IIHF Skills Camp might have created the big star of the 2020 World Championship.



Cooperation with Neighbouring Schools

The IIHF believes that the most rewarding cooperation was formed with the two neighbouring high schools. Being aware of Zurich's shortage of ice surfaces, the IIHF had already approached them in the planning stage of the project.







The schools were offered the IIHF Centennial Ice Rink for free teachers accepted the offer. Even before the opening of the rink, it was agreed on the schools' weekly rink bookings and they were given their own keys to the equipment tent. Students as well as teacher were enthusiastic about the new twist of their daily sport classes simultaneously, for the IIHF Staff reduced approach organisational efforts. It also meant that a major portion of the available ice time had been given out to our main target group: the youth.



PR ACTIVITIES

Centennial All-Star Team

17 May 2008 - Quebec, Canada

The Centennial All-Star Team was a key IIHF initiative during its 100th Anniversary. The panel comprised 56 ice hockey experts from 16 countries representing a balance between North American and European countries, and included people who have worked in the game for an extended period and whose opinions are universally respected. One of the 56 votes represented the collective opinion of the staff of The Hockey News.

Voting was completed in April 2008. No distinction was made between right or left defenders and right or left wingers. None of the 56 voters individually matched the final voting results. The players selected must have had an outstanding playing career and significant impact in international ice hockey over a period of at least a decade. The players must have performed at the highest possible level (Olympics, the IIHF World Championship or the Canada Cup/World Cup tournaments).

The official induction of the Centennial All-Star Team took place in combination with the final launch of the last 10 of the 100 Top Stories of international ice hockey during the Centennial Gala Evening on May 17th, bronze medal game day of the 2008 World Championship.



From left: Alexander Kharlamov (son of Valeri Kharlamov), Vladislav Tretiak, Vyacheslav Fetisov, Prime Minister of Canada Stephen Harper, Borje Salming, Edmonton Oilers GM Kevin Lowe (on behalf of Wayne Gretzky), Igor Larionov (on behalf of Sergei Makarov), IIHF President René Fasel.

The six members of the IIHF Centennial All-Star Team are:

Goaltender: Vladislav Tretiak (RUS)	30 Votes			
First Defense: Vyacheslav Fetisov (RUS)	54 Votes			
Second Defense: Börje Salming (SWE)	17 Votes			
First Winger: Valeri Kharlamov (RUS)	21 Votes			
Second Winger: Sergei Makarov (RUS)	18 Votes			
Center: Wayne Gretzky (CAN)	38 Votes			

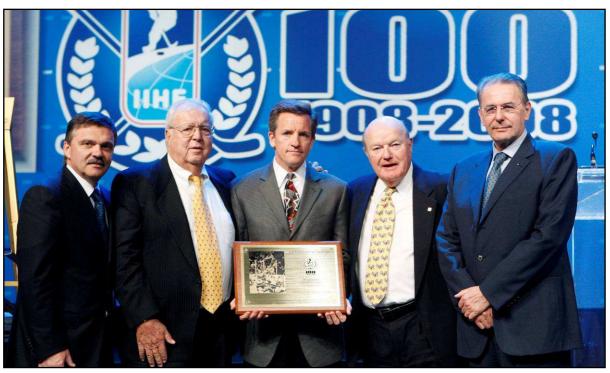


100 Top Stories – The Final Countdown

17 May 2008 - Quebec, Canada

Based on their impact on the ice hockey world, stories had been ranked from 100 to 1, culmulating with the event in international ice hockey that caused the biggest stir. Throughout the centennial ice hockey season, starting on 1 October 2007, the stories were released one by one according to a regular publishing schedule. Stories pertaining to the highest level of play (e.g. Olympics, World Championship) had been chosen based on their influence on international hockey, either immediate or long-lasting.

The Top Ten stories, supported by an exclusively produced video with footage of the according events, were launched in conjunction with the Centennial All-Star Team Induction during the Centennial Gala Evening on May 17th, bronze medal game day of the 2008 World Championship in Québec City, Canada.



From left: IIHF President René Fasel, IIHF Vice President Walter L. Bush Jr., Miracle on Ice player Mark Johnson, Hall of Fame inductee Art Berglund, IOC President Jacques Rogge

This very evening, the IIHF announced that the top international hockey story of the century (1908-2008) is the 1980 "Miracle on Ice", in which the USA shocked the Soviet Union 4-3 at the Olympics and representatives from the 1980 team made an appearance to climax the Final Top 10 Countdown of the 100 top international hockey stories of the century.





Commemoration of the Victoria Skating Rink IIHF Annual and General Congress, 22 May 2008 – Montreal, Canada

In 2002, the IIHF officially recognized the Victoria Skating Rink as the birthplace of organized hockey and the world governing body pursued the opportunity to follow up the recognition with the unveiling of a commemorative plaque during the 100th Anniversary of the federation at the 2008 IIHF Annual and General Congress.



Inrecognition of this historic event, plaques commemorating the Victoria Skating Rink and James Creighton – considered the "father of hockey" – were unveiled in a gala ceremony attended by Prime Minister Stephen Harper at Montreal's Bell Centre. Also in attendance were IIHF President René Fasel and the Mayor of Montreal, Gérald Tremblay. The event was hosted by the Montreal Canadiens.

From left: Bob Nicholson (Hockey Canada), Michael Fortier (Government Canada), IIHF President René Fasel and Canada's Prime Minister Stephen Harper unveil the Victoria Skating Rink commemorative plaque at the Bell Centre in Montreal

"It is very important for us, and an honour, to unveil these plaques during our centennial season," Fasel said. "For us to have our Congress in Montreal as well, where the game was born, is a special part of the IIHF's history."

More than 400 invited guests were in attendance at the ceremony which was held at the centre ice area of the 21,273-seat Bell Centre, the arena of the Montreal Canadiens, who celebrated their own 100th Anniversary in 2009. The ceremony was covered by 26 news outlets. The site of the Victoria Skating Rink is 150 metres from the Bell Centre.



IIHF Foundation Gala

3-5 July 2008 - Paris, France

On July 4th during the centennial year 2008, the International Ice Hockey Federation unveiled a commemorative plaque at 34 rue de Provence in Paris, where the IIHF was founded on 15 May 1908. The ceremonies were headed by IIHF President René Fasel and the French Secretary of State for Youth Affairs, Sports and Associative Life, Bernand Laporte.

The presidents of the four founding national associations – Belgium, France, Great Britain and Switzerland – were on hand as well as Henri Sérandour, the president of the French Olympic Committee. The presidents (Chris Clément, Belgium, Luc Tardif, France, Eamon Convery, Great Britain and Fredy Egli, Switzerland) each received a miniature of the hockey player statue produced by the famous Spanish artist Rosa Serra. The full-scale original stands at the IIHF headquarters in Zurich.



IIHF President René Fasel and French sports minister Bernard Leporte present the commemorative plaque

Laporte, who was the rugby national team coach from 1999-2007 before he took his post with the French government, hosted the festivities at the Ministry of Sports before leaving for the birthplace of hockey in the 9th arrondissement of Paris. He emphasised the importance of international federations that organise sports on a high level: "The 100 year circle is complete," said IIHF President René Fasel. "We are back where it all started, at 34 rue de Provence in Paris. It is really a wonderful occasion and I am really proud that we could bring the representatives of the four founding members to this ceremony."

The plaque which was installed at the French House of Sports reads in English and French: The International Ice Hockey Federation (IIHF) was founded on 15 May 1908 on 34 Rue de Provence in Paris by representatives from France, Belgium, Switzerland and Great Britain. Frenchman Louis Magnus became the first president of the federation which originally was known as La Ligue Internationale de Hockey sur Glace (LIHG).



PUBLICATIONS

IIHF Centennial Book

World of Hockey - Celebrating a Century of the IIHF

The IIHF produced a lavish coffee-table book to mark the occasion of the centennial of international hockey. Divided into three sections, it provided a complete overview on the history of the game, 1908-2008. In all, this book provided a beautiful testament to the players and teams that have made the IIHF the world's most important winter sports federation.



Canada's Prime Minister and hockey historian Stephen Harper (left) was presented with the IIHF Centennial Book by IIHF President René Fasel in the Montreal Canadiens locker room

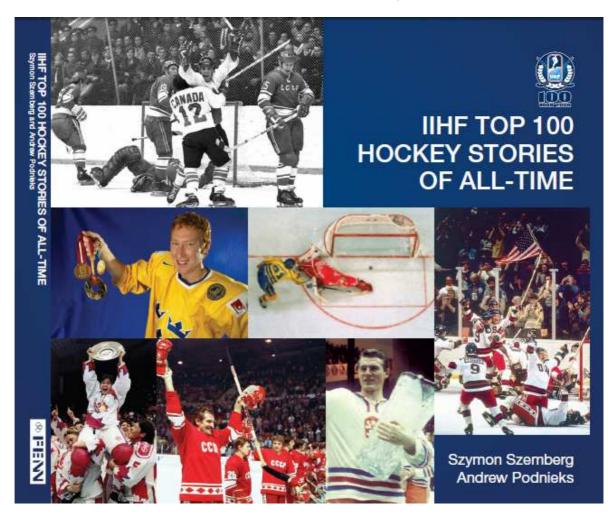
The first section focuses on 12 distinct periods or eras of the game and contained essays and photographs along with sidebars, interviews, and other information pertaining to each era. The second section honoured the IIHF itself, notably its presidents, and council members. In addition, each of the (at that time) 65 member federations is included along with a full description of their history within the IIHF. The third section is purely statistical and includes all results from the World Championships, World Women's Championships, Olympics, Summit Series, Canada Cup and World Cup.



IIHF Top 100 Hockey Stories of All-Time By Szymon Szemberg and Andrew Podnieks

To celebrate the 100th Anniversary season of the IIHF, authors Szymon Szemberg and Andrew Podnieks produced a book which covered all major events of the 2007-08 season. From the outdoor rink at its offices, to the World Championships held in Canada for the first time, right through to the Victoria Cup game in October 2008, this book details the most important season of international hockey.

The highlight of the book is a documentation of the Top 100 stories of all-time which first appeared in serial form on www.IIHF.com throughout this past season. Rich with colour photographs to complement a vivid account of the IIHF's celebration, this is a keepsake for all fans of the international game.





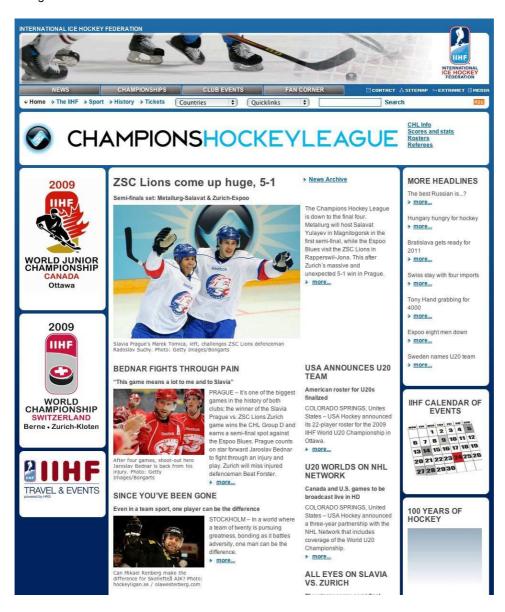


RE-LAUNCH www.IIHF.com

Embarking on a new era of international hockey, it was time to reinvent IIHF.com and to turn the portal of the world governing body of international ice hockey into the premier and authoritative source of information about international hockey.

One of the main goals was is to merge www.IIHF.com, www.IHWC.net and all other websites run by local organisers to one central source and promote the sport by providing an attractive platform to distribute information.

By doing so, the IIHF seized the opportunity to clearly position itself as the governing body for international ice hockey, attract new sponsors and strengthen the new IIHF corporate identity. The new IIHF website was inaugurated on 29 November 2007.





SPECIAL ACTIVITIES

IIHF 100 Year Exhibitions

During its 100th Anniversary, the International Ice Hockey Federation has put up two exhibitions that took visitors on a journey through 100 years of international ice hockey.

The Hockey Hall of Fame in Toronto hosted a temporary exhibition on 100 years of international ice hockey from November 2007 to December 2008. The launch of the exhibition went hand in hand with the annual Hockey Hall of Fame Induction Weekend and a reception for the release of the IIHF Centennial Book "World of Hockey".



Goalie icon Vladislav Tretiak and IIHF President René Fasel opened the 100 Year Exhibition at the IOC Museum in Lausanne.

Almost a year later, goaltending legend Vladislav Tretiak and IIHF President René Fasel were on hand to inaugurate the IIHF 100 Year Exhibition at the IOC Museum on 26 September 2008, in Lausanne, Switzerland. The opening of the exhibition was part of the IIHF Semi-Annual Congress which took place in nearby Montreux that week. The grand opening at the magnificent IOC Museum by Lake Geneva was attended by some 350 guests, most of them congress delegates.



Both 100 Year Exhibitions display not only the history of the IIHF, but illustrate the origins of the organized game going back to the first game played at Montreal's Victoria Skating Rink on 3 March 1875. The development of the sport is presented through highlights of the last decade of global ice hockey. The realization of these projects has only been possible through excellent support and cooperation of the Hockey Hall of Fame in Toronto, Canada, and the Olympic Museum in Lausanne, Switzerland.



The "A Century of International Ice Hockey" Exhibition in the Olympic Museum in Lausanne, Switzerland

Actual artefacts combined with generic equipment and souvenirs represented as many events as possible and. The use of mannequins, statistics, graphics and multimedia supplemented the artefacts and each of the previously held events. Visitors had the possibility compare vintage and modern equipment. The IIHF would like to thank the Hockey Hall of Fame in Toronto for their assistance in providing artifacts and other historic documentation to the exhibition.





Arts & Culture

In 2008, the renowned contemporary Spanish artist Rosa Serra produced a unique ice hockey sculpture which was erected in the gardens of the IIHF headquarters.

Additionally, Ms Serra created 100 facsimiles of the statue. Ten of these 100 artefacts were given away on special occasions as honorary awards, the other 90 were available for purchase.

The Artist

Rosa Serra is one of Spain's most talented artists. She has created countless works devoted to sport. Her "Olympic Suite" is a collection of 22 sculptures that were exhibited at the provisional Olympic Museum in 1987, and now belong to the IOC. In the IIHF Centennial Year, she contributed a special series of artefacts to the $100^{\rm th}$ Anniversary of the IIHF.

By means of this special arts initiative the IIHF wished to promote our sport in a different dimension that connects culture and sport as unique elements in our society.



Rosa Serra's ice hockey sculpture at the IIHF head quarters



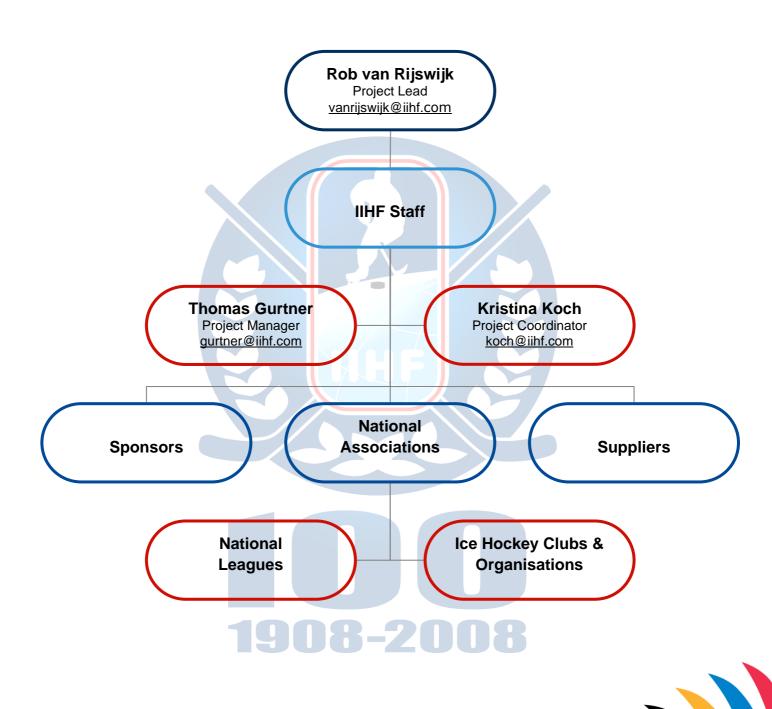


■ IMPLEMENTATION TIMELINE

IIHF 100 Year	2	2007							2008	8 0					
Celebrations	Oct	Nov	рес	Jan	Feb	Mar	Apr	Мау	Jun	Jul	Aug	Sept	Oct	voN	Dec
Skills Challenge	1					-									
First WW18															
Youth Hockey Festival								-							
Oldtimer's Tournament								-							
First Victoria Cup												1			
IIHF 100 Year Look															
IIHF Ice Rink Project															
100 Top Stories Countdown								7							
Centennial All-Star Team								-				_			
Victoria Skating Rink															
Foundation Gala, Paris															
100 Top Stories															
100 Year Book]			J]]						
Re-Launch IIHF.com		1													
Exhibition HHoF															
Olympic Museum															
Arts & Culture															



PROJECT MANAGEMENT



IIME	IIME	IINF	IIRE	IIHE	шне	IIHF	шир	шнг	ше	HHP	инг	шне	IIMF	IIIIE	шне	пне	IIHF	шне	IIHF	mer
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HRF																				HHF
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пнғ																				me
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