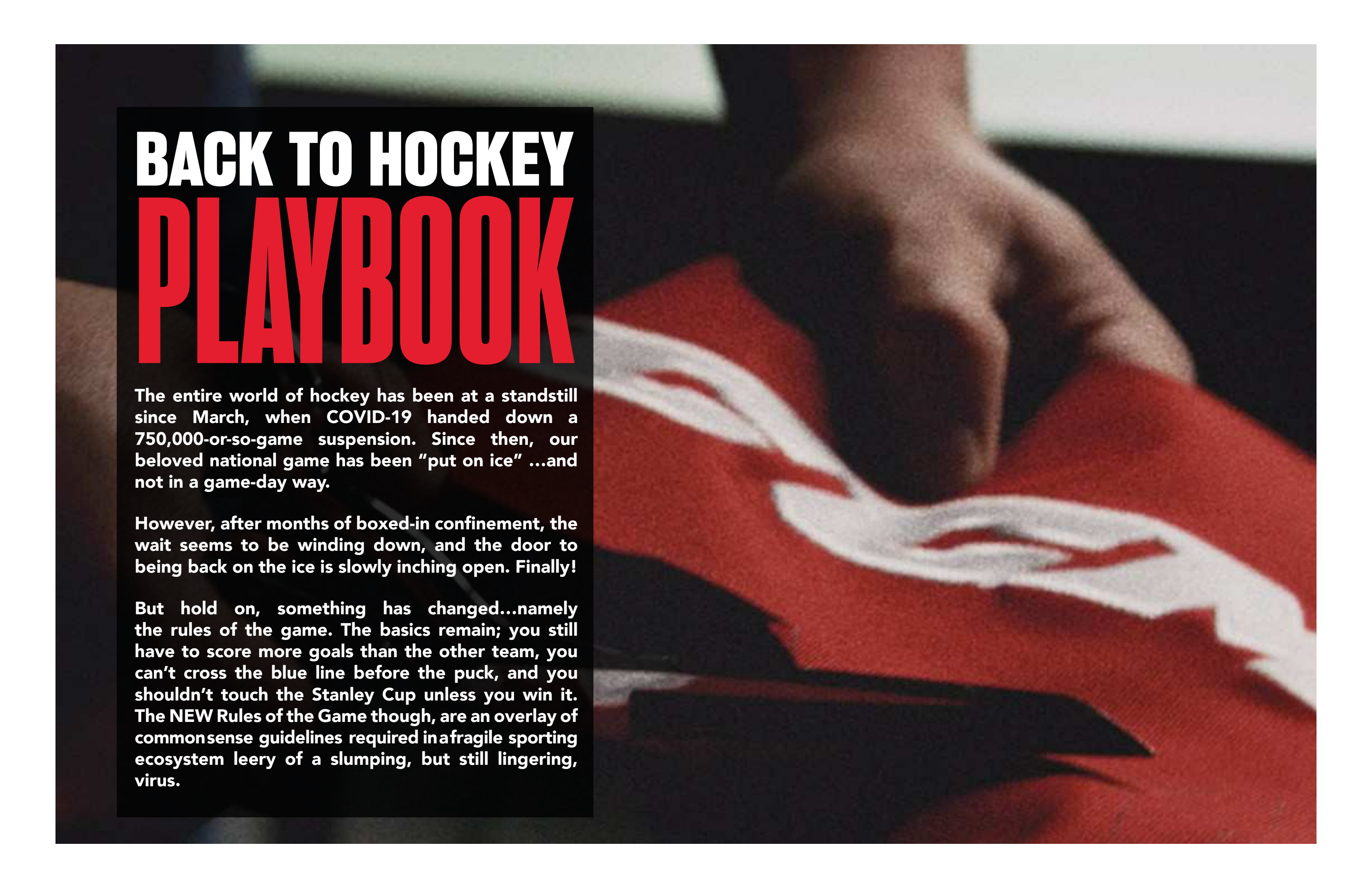


BACK TO HOCKEY

PLAYBOOK





BACK TO HOCKEY **PLAYBOOK**

The entire world of hockey has been at a standstill since March, when COVID-19 handed down a 750,000-or-so-game suspension. Since then, our beloved national game has been “put on ice” ...and not in a game-day way.

However, after months of boxed-in confinement, the wait seems to be winding down, and the door to being back on the ice is slowly inching open. Finally!

But hold on, something has changed...namely the rules of the game. The basics remain; you still have to score more goals than the other team, you can't cross the blue line before the puck, and you shouldn't touch the Stanley Cup unless you win it. The NEW Rules of the Game though, are an overlay of commonsense guidelines required in a fragile sporting ecosystem leery of a slumping, but still lingering, virus.



So in the spirit of getting back in the game—and staying there!—CCM presents the Back to Hockey Playbook, a three-pronged “Do’s and Don’ts” approach focusing on best NEW practices for:

1. THE RINK

2. THE RETAIL ENVIRONMENT

3. YOUR TREASURED GEAR

These NEW Rules are easy to follow, and are crucial for a smooth transition back to playing the game we love. As long as you don’t drop the ball...we’re ready to drop the puck.

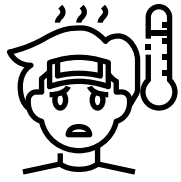
BACK TO THE RINK

It's like a temple, a holy gathering place of dreams, memories, achievements and glory. Yes, your local rink is indeed sacred ground. But as much as it is a magnet for people and their stories, for the next little while, the underlying theme for the rink is: "Play, Don't Stay." One day soon, we'll all be able to pack inside them and stick around for hours on end. But until then, following these recommendations will make everyone's life rink life easier...and healthier.

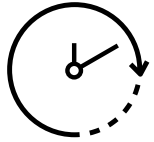
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BEFORE THE GAME



If you're feeling sick, don't even come to the rink! This is wise advice at all times, not just now.



Players should arrive 10 to 15 minutes prior to scheduled ice time. We know you're keen and excited, but as long as you beat the Zamboni, you're good.



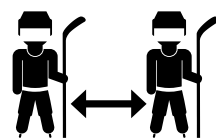
Given the time constraint, players should come to the rink as prepared as possible, in other words, partially dressed. But there's a limit; put on your skates at the rink to avoid scratching and tearing up the family car. And it may be a challenge to sit, even in the back seat, wearing your goalie pads.



Try to schedule your restroom visits at home before and/or after the game. During the game is never a good idea.



DURING THE GAME



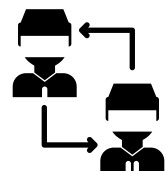
Know your local arenas physical distancing guidelines, and if they are in effect, practice physical distancing as much as possible. This may be bad news for those of you who hang around the crease, but welcome words for those blue line-hugging cherry pickers.



Don't spit on-ice or on the bench. Remember: rinks are hockey's hallowed ground. That's no place for saliva!



Stay sanitized. Tape a small bottle of disinfectant gel or spray to your water bottle. And note we said "YOUR" water bottle. One per player, please. No sharing, no matter how out of breath your teammate may be.



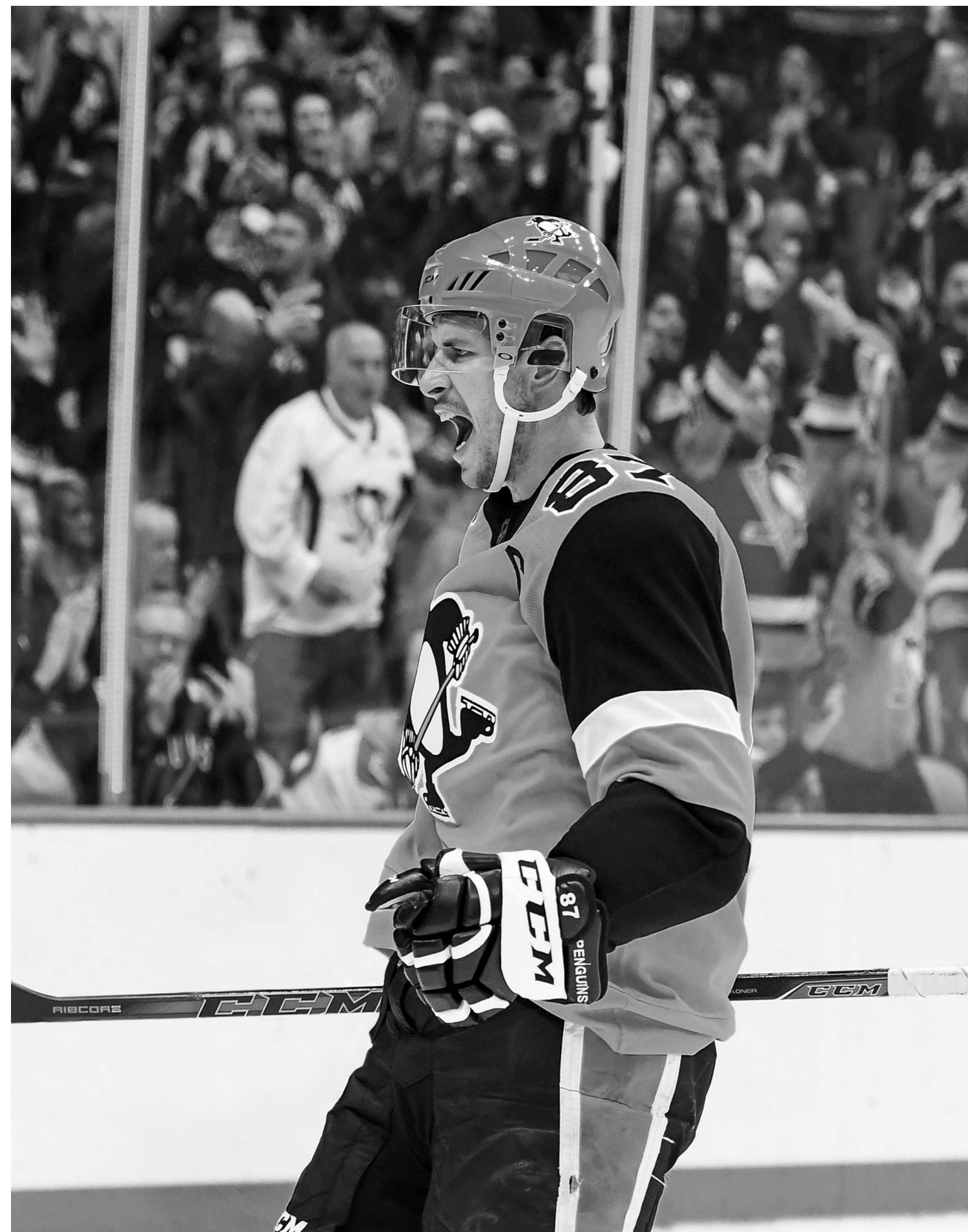
Establish a systematic flow of getting on to and off the ice, a la "Hop Over, Skate In." Think of doors as the only way onto the bench, and boards as the only way onto the ice.



Touching the puck is reserved exclusively for referees. Score a hat trick or lock down a shutout? Get someone to sanitize the puck and send it to you!



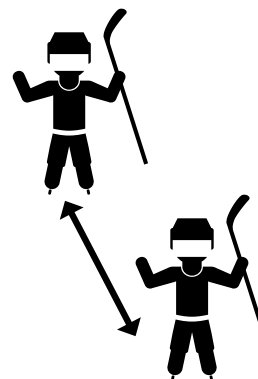
Keep helmets, cages and gloves on for those end-of-game handshake lines, which should result in friendly, face-protected fist bumps. Better still, "elbow pad bumps" will keep you further away.





DURING THE GAME

There should only be two schools of celebration:



1) Individually—celebrate with the “Been There, Done That” minimal movements of a Hall-of-Famer.

2) Collectively—celebrate at a distance. No group hugs or pile-ons. If you must spice things up, ask the Carolina Hurricanes to borrow some of their post-game celly choreography.



Like the pros, or like kids at summer camp, put your name on **EVERYTHING**—your gloves, your stick, your water bottle, your helmet, etc. And wear **ONLY** your own stuff. You’d never see Ovi wearing Sid’s gloves, would you?

AFTER THE GAME



Shower at home! Not only is it a lot more private, but you can actually enjoy a consistent stream of hot water for longer than 25 seconds.



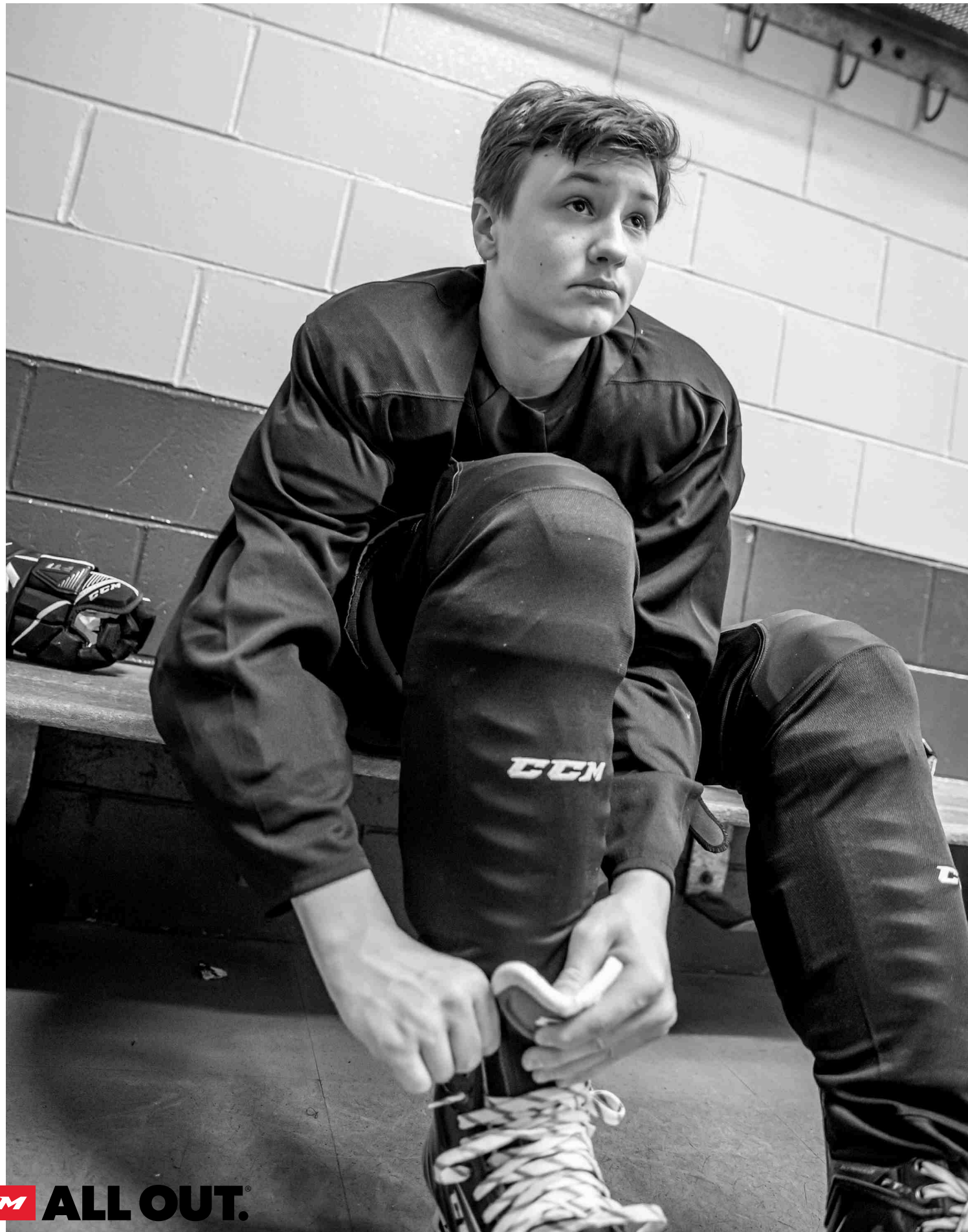
Whether you’re a player, parent or fan, don’t hang around the rink! We know it’s tough to live without that fine snack bar cuisine, but it’s a small sacrifice for your safety.

BACK TO RETAIL

If the rink is hockey's sacred ground, then the sporting goods store is hockey's shrine. It's where we gather to gaze at gear, to ogle at accessories, to discover what's lighter, what's stronger, what's faster, what's more flexible and what simply looks shinier and cooler this year.

While stores are now open for business as usual, the way we need to visit them is anything but. Whether you use a chalkboard or a whiteboard, the set-up of your in-store positioning and movement has to be as precision planned and fastidiously followed as a 5-on-3 power play.





AT HOME PREP

The following best practices will help, but put simply: the more time you spend online, the sooner you'll be on ice.



Put on your nametag—you are about to become your own equipment sales specialist. The more research you do online, the better decisions you'll make. CCM makes it easier to go deeper than just looking at images and checking prices. We have the tools, so use them to build your buy:

- Our online Skate Recommender lets you lock down the optimal model and size in the comfort of your own home
- What's more, our 90 Day Satisfaction Guarantee gives you the confidence and time for a proper road test.
- Go one step further with our Virtual Fitter, an easy online skate-fitting process you can do at home (and in store as well, via our CCM Foot Scanner). Get fitted like a Pro by one of our own experts. [ccmhockey.com/en/virtualskatefitting](https://www.ccmhockey.com/en/virtualskatefitting).
- Our online Stick Fitter ([ccmhockey.com/stickfitter](https://www.ccmhockey.com/stickfitter)) will match you with the weapon your hands were destined for.
- And for you goalies, our Online Goalie Customizer is like having your own personal puck-stopping tailor. Be sure to check out our fit guide that we posted there too! ([ccmhockey.com/en/product/goalie/customizers/axis-series](https://www.ccmhockey.com/en/product/goalie/customizers/axis-series))



So, with all these detailed recommendations and fittings, you can take the next step and make your purchases online (and choose either home delivery or curbside pickup at your favorite store). But if you would rather purchase in person...well, keep reading!

IN STORE BUYING

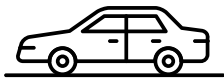


Once you have made your decision to visit a store, it's time to plan your retail trip.

Click here ccmhokey.com/en/find-a-store for a store locator to find one near you...and tell 'em who sent you!



Call ahead to see if what you want is in stock (no need to waste a trip!) and to set up appointments for fittings.



If you arranged curbside pickup, then go get it! Your gear will be handled like the treasure it is and directly deposited into your car.



If you are going inside, follow the guidelines established by the store and/or the local government, like:

- Practice social distancing
- Try not to linger too long
- Stay sanitized
- Pay with credit cards
- Keep handling, touching and try-ons to a minimum
- Avoid flexing every stick in the store (using our Stick Fitter should give you an idea of your best flex going in)
- And wear a mask...but not a goalie mask



Hockey is a team sport, but try-ons aren't. Lace up skates yourself, or if the future pro needs a hand, limit parental presence to one helper.



ONLINE BUYING FROM THE STORE

Most hockey shops have online purchasing capabilities themselves, which makes life easy and efficient for both you and them. You can bulk-buy necessities like tape, mouth guards, even skate blades (having multiple blades on hand avoids frequent trips for sharpening...and makes your skates somewhat like a Gillette™ razor!).

SUPER TACKS AS3 PRO SKATES

Take your game to the next level with the most performing and customizable skate to ever hit the ice.

EXPLORE



YOUR TREASURED GEAR

Hockey players have a, let's say, "somewhat unique and special relationship" with their gear. They coddle sticks, massage goalie pads, and treat skates with the reverence usually reserved for fine wine or valuable works of art. So, if there's a silver lining to the COVID-19 virus, it's that the following cleansing and sanitizing recommendations will extend the life of your gear, and thus, the length of your personal relationship with it.

WASHING YOUR GEAR



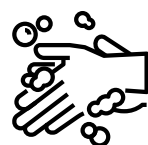
All hard goods, pants, gloves, helmets and cups- should be washed with water and mild soap as often as possible, antibacterial disinfectant such as LYSOL™ and Febreze™ should not be used on 'hard goods', as it may damage them. Don't forget to use the same (mild soap and water), and generously so, inside your hockey bag as well. Making this a habit will avoid those embarrassing moments of opening your bag and filling the room with a fragrance that is somewhat reminiscent of the southern end of a north-bound moose.



All "soft goods"—base layers, jerseys, socks, neck guards—should be machine washed in the warmest available water setting. Using a detergent that contains bleach will up the cleanliness quotient.



But two slight cautions: hot water can shrink certain clothing items, and bleach can stain them. Read care labels carefully!



Wear gloves (medical, not hockey!) while spraying and/or laundering your gear, and wash your hands immediately after removing them.

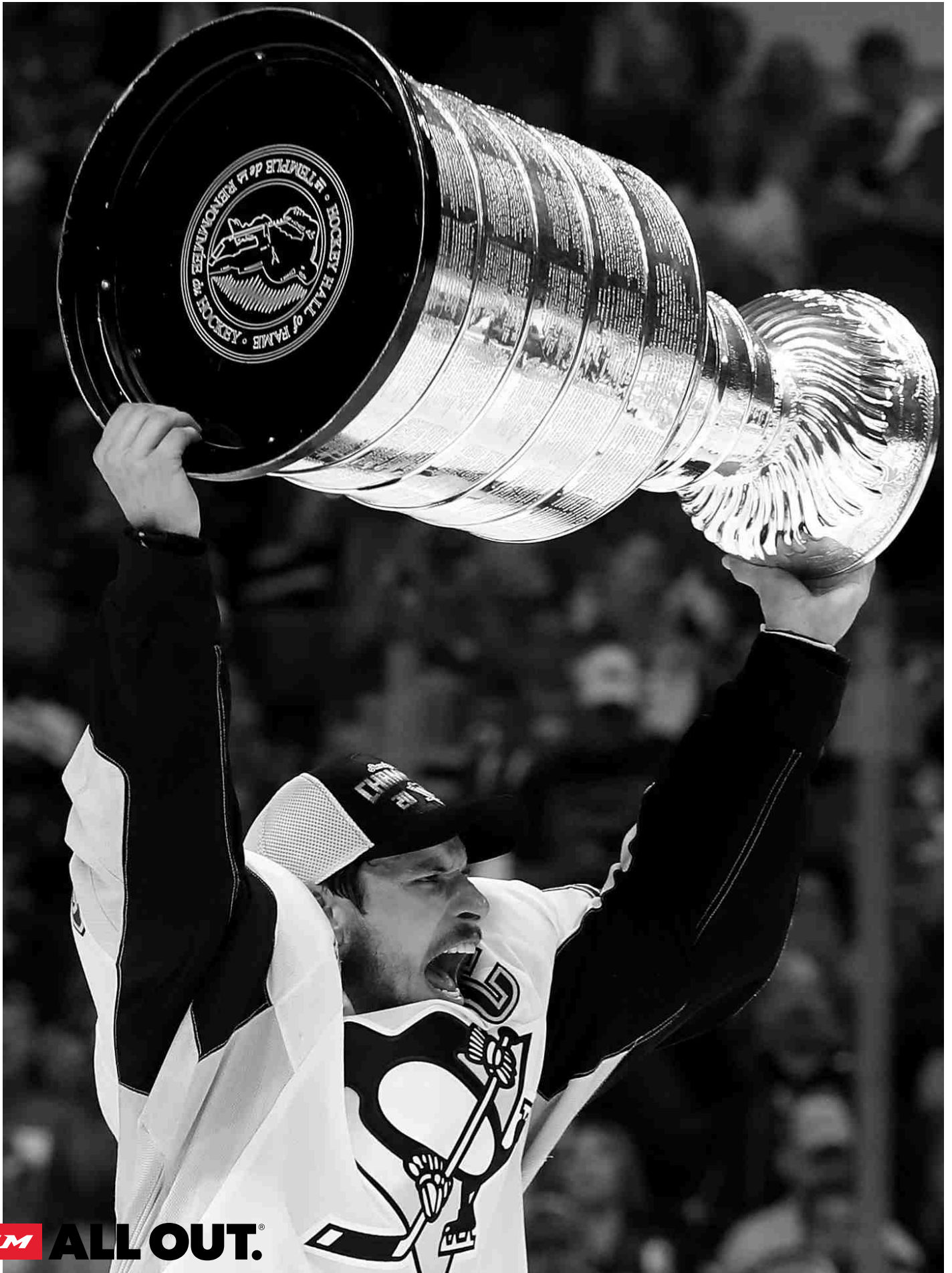


Finally, even though it goes without saying, we'll say it once more: all equipment should be worn by one person only and never shared. As if you want to wear someone else's...



Adhering to these hygiene rules may not make you a better player, but will undoubtedly make you way more popular with family, friends, teammates...and eventually, fans.





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