

Role models for tomorrow Rockies hosting hockey school in August

Bill Duke, Standard Reporter
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The Strathmore Rockies of the Western Women's Hockey League (WWHL) have hired Spotlight Strategies to handle their public relations, marketing and fundraising efforts. The company's primary objectives will be to raise money and make the Rockies' players visible role models in the community.

"They will be helping us with the branding of the team," said Rockies captain and president Samm Holmes. "Together we want to create role models for tomorrow."

While all the resources of Spotlight will be at the Rockies' disposal, Ali Abel, who will serve as the new spokesperson for the Rockies, will handle the bulk of the load.

"I was introduced to Samm in October, 2007," said Abel. "We started a working relationship in January."

Abel, a self-described "sports freak" has previously worked for Dinos Athletics at the U of C, and holds a communications degree from U of C as well as a continuing education certificate in public relations from Mount Royal.

"There's a financial requirement to run a hockey team," explained Abel. "These girls pay to play, and we're looking to ease that financial burden. We want to make the team the best it can be, and showcase Strathmore and the Rockies across the country."

Abel continued to explain why Strathmore and the Rockies are currently in a rather unique relationship.

"Strathmore is an amazing community," said Abel. "They are supporting a team that would normally be backed by a big city. The players want to make this community great, and that's something that everyone should want to get behind."

Abel explained that one of the primary goals for this season is to raise enough money for the team to go to both the league finals and nationals, should they qualify.

The Rockies' first fundraising effort was their annual golf tournament, which took place Tuesday at Lynx Ridge Golf Club in Calgary. It's the kind of event that Holmes would like to see held in Strathmore in the future.

"I would love to have the tournament in Strathmore," said Holmes. "We just don't have the connections we would like to have in Strathmore at this point."

Holmes added that together with Abel, the team will work to hold such events in the community in years to come.

One event that will take place in Strathmore is the team's hockey school, scheduled for August 21-24.

Open to both boys and girls aged seven to 15, the school will feature Holmes and other members of the Rockies serving as instructors.

If you are interested in registering a child for the school, or volunteering for the Rockies, please call their business line at 698-4887 or email Samm at president@strathmorerockies.com



The Strathmore Rockies are looking to become an integral part of the Strathmore community.

Bill Duke file photo