

# Neckguards In USA Hockey

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ERIN YOUNG

NOVEMBER 2023

# THE CLIENT:

## USA HOCKEY

- The foundation of hockey In the United States
  - Their primary job Is to grow the sport and take care of current players
  - Create rules for the leagues and safety of players
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# MEDIA OPPORTUNITY



**WHY DOES THIS  
DESERVE A PLACE IN  
THE NEWS?**











**TJ Oshie**  
Washington Capitals

**Anze Kopitar**  
Los Angeles Kings



# THE PLAN

IMPLEMENT NECKGAURDS  
IN ALL LEVELS ACROSS USA  
HOCKEY

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# JOURNALISTS WE WILL TARGET:

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Sam Joseph

Sports Writing Intern at CNN

Paula Dedaj

Sports Reporter at FOX news

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**HOW WILL  
WE BENEFIT?**



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# THANK YOU

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