

MASSACHUSETTS
HOCKEY ANNUAL
MEETING
PLYMOUTH, MA

06/15/19

POWER
FORWARD

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AGENDA

- POWER FORWARD'S MISSION
- STRATEGIC OVERVIEW
- CROSSCHECK MEDIA
- WAYS WE CAN WORK TOGETHER

POWER FORWARD MISSION

- RAISE AWARENESS
- PROMOTE PREVENTION
- END THE STIGMA OF ADDICTION
- CREATE MAINSTREAM OUTREACH PROGRAMS
- PROVIDE EDUCATION AND RESOURCES TO OVERCOME ADDICTION AND POWER FORWARD





WHO ARE WE?

- Founded in 2017 by 2 time Stanley Cup Winner, Kevin Stevens, Andy Bernstein, Kelli Wilson and Bernie Corbett, Power Forward is a not-for-profit 501c3 organization dedicated to making a difference in the lives of people, particularly our youth, who are affected by substance abuse



WHAT DO WE DO?

- PROMOTE SUBSTANCE ABUSE PREVENTION
- CLEAR THE PATH TO RECOVERY BY ENDING THE STIGMA AROUND ADDICTION
- PROVIDE MESSAGES OF HOPE
- OFFER RESOURCES TO COMMUNITIES, FAMILIES AND INDIVIDUALS AFFECTED
- SAVE LIVES!



HOW DO WE DO IT?

- EDUCATION
- OUTREACH
- RESOURCES



EDUCATION

- Speaking engagements
- **To Encourage prevention** through engagement with children and young adults in schools, with teams or other associations by providing conversations with Kevin about his story and journey; And by partnering with law enforcement like the Association of South Shore Police Chiefs and the DEA to bring that same cautionary message to communities about the dangers of opioid abuse;
- Kevin has done over 100 presentations delivering a powerful message of prevention to middle school and high school students, colleges, workplace and community groups throughout MA, PA and Canada. He has a voice and uses the platform as a former pro athlete to reach people who otherwise might not listen.



CROSSCHECK MEDIA

- Power Forward Foundation started with a Boston radio show in 2017 to help fight the stigma of addiction through real stories, educational information, and valuable resources. The show is hosted by Kevin Stevens, and a weekly panel.
- Each week, Crosscheck interviews notable guests who share personal stories, and offer valuable information and resources to help educate individuals on substance use disorders. Over 100 guests to date.

FEATURED CROSCHECK SHOW GUESTS

- Derek Sanderson- Hockey Legend
- Mark Recchi- NHL Hall of Famer
- Brian Cuban- Best Selling Author
- Dr. Cyril Wecht- Pathologist
- Tunch Ilkin- Pittsburgh Steelers
- Sam Quinones- Pulitzer Prize Author
- Admiral Sandy Winnefield- Joint Chiefs of Staff
- MA State Senator Cindy Friedman
- Chuck Negron- Three Dog Night Singer
- Turney Duff- Author
- Clint Hurdle – Manager, Pittsburgh Pirates
- Trenni Kusneriek- NBC Sports
- University of Pittsburgh Athletic Department
- Chris Nowinski- Concussion Legacy Foundation
- Mike Lindell- My Pillow Founder
- Dr. Tom Gill- Former Red Sox Team Surgeon
- Clint Malarchuk- NHL Goalie
- Theo Fleury- NHL Great
- Dr. Mike Hamrock- A top Boston Doctor
- Murphy Jensen- French Open Doubles Winner
- Shira Schoenberg- Award Winning Journalist
- Tony Hoffman – Champion BMX Rider
- Jared Gordon- UFC Fighter
- Hollywood Henderson- NFL Great
- Stephanie Wittles Wachs- Author
- Becca Pizzi- World Class Marathon Runner
- Sam Mettler – Creator of TV show Intervention
- Jim Wahlberg – author and activist
- Kevin Chapman - actor



CROSSCHECK VIDEO PODCAST

- In May of 2019, Crosscheck new strategy is to expand our program reach through multiple distribution platforms including a new video podcast.
- Building off of our successful radio show, Crosscheck will air each week on local community access TV, a new Power Forward youtube Channel, Powerforward25.com, and through social media.
- This 1 hour podcast featuring Kevin Stevens, and a panel will interview notable guests, provide helpful information and offer valuable resources, and places to seek support.
- Crosscheck provides encouragement and reinforces hope. In fact, numerous people have been impacted by the program and have reached out for help and direction.

Alex Bezanson - Executive Producer of Crosscheck

Derek Sanderson – Bruins Legend

Andy Bernstein - Director of Crosscheck Media

Kevin Stevens – Host of Crosscheck



OUTREACH

The Great Skate:

Meet and skate with pro hockey alumni and highlights the impact of fitness, sports, building community, and promoting wellness as key elements of fighting addiction.

Drug Take Back Days:

Working with law enforcement officials across Plymouth County, MA, we executed this major prevention effort which removed unused, unwanted, and expired prescription medication from homes throughout the community.

Power Forward Push Up Program in Boston:

To increase awareness and education about youth substance abuse with special guest speakers including Kevin Stevens, and Dr. Lonise Bias. The event was held at the John D. O'Bryant School in Boston, where we developed a team of POWER FORWARD STUDENT LEADERS to continue the drug prevention discussion amongst their peers. Sponsored in part by the Boston Bruins Foundation.

THE GREAT SKATE

HYANNIS, MA

APRIL 7, 2019



RESOURCES

HUMAN RESOURCES

Addiction experts including MDs, therapists, counselors & committed Power Forward volunteers and Board members

POWERFORWARD25.COM website

social media, Power Forward youtube channel, Cable Access

PARTNERSHIPS

MA Hockey/USA Hockey

Law Enforcement, DEA, PCO, National Narcotics Officers

Other nonprofit organizations

Numerous Members of the Recovery Community

Ways we can partner

PUBLIC SPEAKING

Hosting Power Forward speaking events to the hockey community with messages of prevention

CUSTOM MATERIALS`

In partnership with MA Hockey, Power Forward would look to develop prevention leave behind materials around prevention for parents, kids, coaches

FUNDRAISING

Creation of special co-branded fundraising campaigns to help raise awareness & funds to expand the Power Forward program with the hockey community

SOCIAL MEDIA

Partner with MA Hockey to promote Power Forward's prevention mission, highlight upcoming PF events, PF website and weekly video podcasts

**THANK YOU & LET'S POWER FORWARD
TOGETHER!**

