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## The Jordan Boyd Hockey Challenge

 Congratulations to Dads n Lads, the Boyd's Cup winners this year!

The Jordan Boyd Celebrity Hockey Challenge was established in 2014 to celebrate the life of Jordan Boyd. It is a one-day tournament at the BMO Centre in Bedford, NS, where eight teams compete for the coveted Boyd's Cup. One hundred per cent of all net proceeds are designated to the inherited heart disease research for early detection through the QEII Foundation, as well as the Heart & Stroke Foundation for local research at the QEII's Inherited Heart Disease Clinic.

Jordan, the late nephew of Ian Boyd, Bird's President and CEO, was an active 16-year-old who died suddenly at a hockey training camp with the Acadia-Bathurst Titan's in 2013. It was later determined he had an undiagnosed heart condition called Arrhythmogenic Right Ventricle Cardiomyopathy (ARVC). While Jordan performed all of the standard tests for teenage athletes, the tests didn't include ARVC.

On Saturday, August 6, the teams took to the ice alongside professional hockey players that were drafted to each team by order of their fundraising efforts. The NHL players included: Brad Marchand (Boston Bruins) Zach Sill (Washington Capitals), Shawn O'Donnell (New York Rangers), Logan Shaw (Florida Panthers), Liam O'Brien (Washington Capitals), Ryan Penny (Ottawa Senators), Josh Anderson (Columbus Blue Jackets) and Riley Barber (Washington Capitals).

At the end of the day, the third annual Jordan Boyd Celebrity Hockey Challenge raised \$150,000, bringing its three year total to \$400,000 for inherited heart disease research.

Bird is proud to be a "1st Overall" level sponsor for the Jordan Boyd Celebrity Hockey Challenge, donating \$10,000 to the cause.

