



### What is a Golden Moment?

- The *Golden Moment* jersey and patches are a unique coaching tool and memento for you and your team.
- **The jersey is to be presented at the conclusion of each game to the player who epitomized teamwork, dedication, sportsmanship and fun during that game.** This *Golden Moment* could be a player's first goal of the season, a great save by the goalie, a player that motivated the team to give their best, or a player who shows great improvement from one game to the next. **This is not a MVP award.**
- The recipient of the *Golden Moment* jersey will proudly wear the jersey out of the dressing room and for the next practice and will return it to the coach prior to the following game. **When a player receives the jersey they are also presented with a *Golden Moment* iron-on patch which can be affixed to a jacket, jersey or hockey bag.** In addition, the recipient is invited to sign the *Golden Moment* Jersey.
- **Each player should receive the *Golden Moment* jersey once through the season and receive one *Golden Moment* patch.** At the end of the season the jersey will include the signatures of all the players. Many teams in the past have presented the signed *Golden Moment* jersey to their local McDonald's owner operator as a thank you for their support over the year.
- If parents wish to commemorate their child's *Golden Moment* with a photo on social media, we use the hashtag #atoMcHockey and posts will be seen they include: @McDonaldsCanada in the copy.
- If you have any questions in regards to the atoMc team kits or the *Golden Moment* jersey please contact [atoMchockey@gotoguys.net](mailto:atoMchockey@gotoguys.net)