



**ENERGIZE**  
OIL COUNTRY

Presented By

**cenovus**  
ENERGY

Powered By

**Jumpstart**  
Bon départ 

**ENERGY LOG**  
BELONGS TO



# Welcome

## OIL COUNTRY ENERGIZER!

I'm very excited to get energized with you this season! It's easy to join in - all you have to do is complete 60 minutes of activity every day by yourself or with family, friends and classmates.

My favourite activities growing up were playing soccer and, of course, hockey. In the winter, I loved to play with my friends in the snow during recess, after school and on the weekends.

Being active each day gives me a lot of energy and most importantly, it keeps me feeling great on and off the ice.

I am excited to hear about how you and your class are having fun becoming Oil Country Energizers this season!

A stylized signature in black ink, followed by the number 33.

#33 Cam Talbot

Program Ambassador

# How the Program Works

## PLEDGE

- To start the ten week program, sign your pledge certificate and class poster from your Booster Pack or from the Energize Oil Country website

## PROGRAM PARTICIPATION

- Get moving! Be active for at least 60 minutes each day from January 8 to March 16
- Track your daily physical activity in this Energy Log
- Your teacher will submit weekly updates through an online form on the program website
- For every 10% of your classroom that upholds the pledge each week, your classroom will earn one (1) entry into the Grand Prize Draw to win an all-expense paid trip to see the Oilers in action at Rogers Place
- It's fun and easy! Any physical activity will count towards the target of 60 minutes per day. Examples include:
  - Phys. Ed. class
  - Recess activity
  - Extracurricular physical activity
  - Walking, jogging, or biking to school
  - Participating in hockey practice, gymnastics class, or ballet lessons
  - Making snowmen, shoveling snow, or walking the dog
- Be sure to check-out [EdmontonOilers.com/EnergizeOilCountry](http://EdmontonOilers.com/EnergizeOilCountry) throughout the program for updates

## EXAMPLE OF PLEDGE TO ENTRIES CALCULATION

Students in class	Completed 60 minutes per day	Percent of class that completed 60 minutes per day	Entries into grand prize draw
25	20	$20 \div 25 = 80\%$	8



# How the Program Works

## PROGRAM CHALLENGES

- Three (3) two-week long challenges, focusing on health and wellness, will offer your classroom an opportunity to work together to win unique Oilers prizing and earn bonus entries for the grand prize draw
- For each complete Challenge submission, your classroom will receive twenty (20) bonus entries into the grand prize draw
- The Energize Oil Country Panel will select five classroom finalists per challenge based on pre-determined criteria such as creativity and class participation
- From the finalists, one classroom will be randomly drawn to win unique experience-based Oilers prizing

## CHALLENGE #1

**JANUARY 8 - 21**

**CHALLENGE:** Using the Energize Oil Country program materials, show us how your classroom took the 60 minute Energize Oil Country pledge!

**PRIZING:** Skype Session with Energize Oil Country Ambassador Cam Talbot

## CHALLENGE #2

**JANUARY 29 - FEBRUARY 11**

**CHALLENGE:** Show us your classroom's favourite ways to get active during the winter months!

**PRIZING:** Workout Event with the Energize Oil Country Panel

## CHALLENGE #3

**FEBRUARY 20 - MARCH 4**

**CHALLENGE:** Using the provided template, show us your classroom's favourite healthy recipe to stay energized!

**PRIZING:** Lunch & Learn Event with the Energize Oil Country Panel

## ENERGIZE OIL COUNTRY ON SOCIAL MEDIA

- Show us your progress on Social Media! Teachers can submit photos and videos of your classroom being active on Twitter, Facebook, and Instagram by tagging @EdmontonOilers, @Cenovus, and @CTJumpstart and using #EnergizeOilCountry
- Each week, the Energize Oil Country Panel will randomly select one classroom that submitted a photo/video on social media to win merchandise-based Oilers prizing

# How the Program Works

## GRAND PRIZE

- Win a trip for your entire classroom to watch the Oilers take on the Vancouver Canucks at Rogers Place on Saturday April 7, 2018
- Key Dates:
  - March 16, 2018: Program participation concludes
  - March 20, 2018: Deadline for teachers to submit weekly activity logs
  - March 21, 2018: Winning class announced
  - April 7, 2018: Grand prize fulfillment

## PROGRAM CALENDAR

JAN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE
	1	2	3	4	5	6	7	8 PROGRAM START	9	10	11	12	13	14	15	16
	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	
	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
FEB	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI
	1	2	3	4	5	6	7	8	9	10	11	12 FAMILY DAY	13	14	15	16
	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
	17	18	19	20	21	22	23	24	25	26	27	28				
MAR	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16 PROGRAM COMPLETE
	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
APR	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON
	1	2	3	4	5	6	7 GRAND PRIZE	8	9	10	11	12	13	14	15	16
	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED
	17	18	19	20	21	22	23	24	25	26	27	28	29	30		

# Meet the Panel

## OBJECTIVE

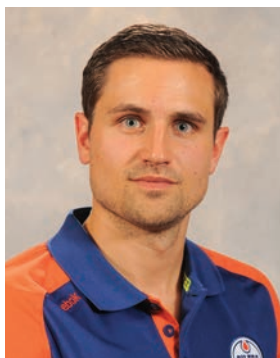
- The purpose of the Panel is to assist with program guidelines, provide fitness and nutrition tips and judge the Program Challenge submissions
- The Energize Oil Country Panel consists of the following Oilers training staff members:

## ROSTER



**SIMON BENNETT**  
Director,  
Strength and Conditioning

Responsible for developing and implementing all aspects of strength, conditioning and nutrition for players throughout the organization



**CHAD DRUMMOND**  
Head Strength &  
Conditioning Coach

Responsible for the development and implementation of all day to day aspects of the teams off ice conditioning



**JOEL SCHNEIDER**  
Assistant Strength  
& Conditioning Coach

Assists with the development and implementation of all day to day aspects of the team's off-ice conditioning



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# Sample Week

	ACTIVITY	TIME	TOTAL
Monday	Recess Played outside	30 30	60
Tuesday	Recess Phys. Ed.	30 60	90
Wednesday	Recess Hockey practice	30 60	90
Thursday	Recess Phys. Ed.	30 30	60
Friday	Recess Hockey game	30 60	90
Saturday	Played road hockey Walked the dog to the park and back	 20	60 80
Sunday	Built a snowman Played mini-sticks	30 30	60



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# Week 1

**ACTIVITY**

**TIME**

**TOTAL**

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday



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# Week 2

**ACTIVITY**

**TIME**

**TOTAL**

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday



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# Week 3

ACTIVITY

TIME

TOTAL

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday



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# Week 4

ACTIVITY

TIME

TOTAL

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday



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# Week 5

**ACTIVITY**

**TIME**

**TOTAL**

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday



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# Week 6

ACTIVITY

TIME

TOTAL

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday



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# Week 7

**ACTIVITY**

**TIME**

**TOTAL**

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday



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# Week 8

ACTIVITY

TIME

TOTAL

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday



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# Week 9

**ACTIVITY**

**TIME**

**TOTAL**

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday



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# Week 10

ACTIVITY

TIME

TOTAL

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

# Ideas for Challenge 1

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# Ideas for Challenge 2

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# Ideas for Challenge 3

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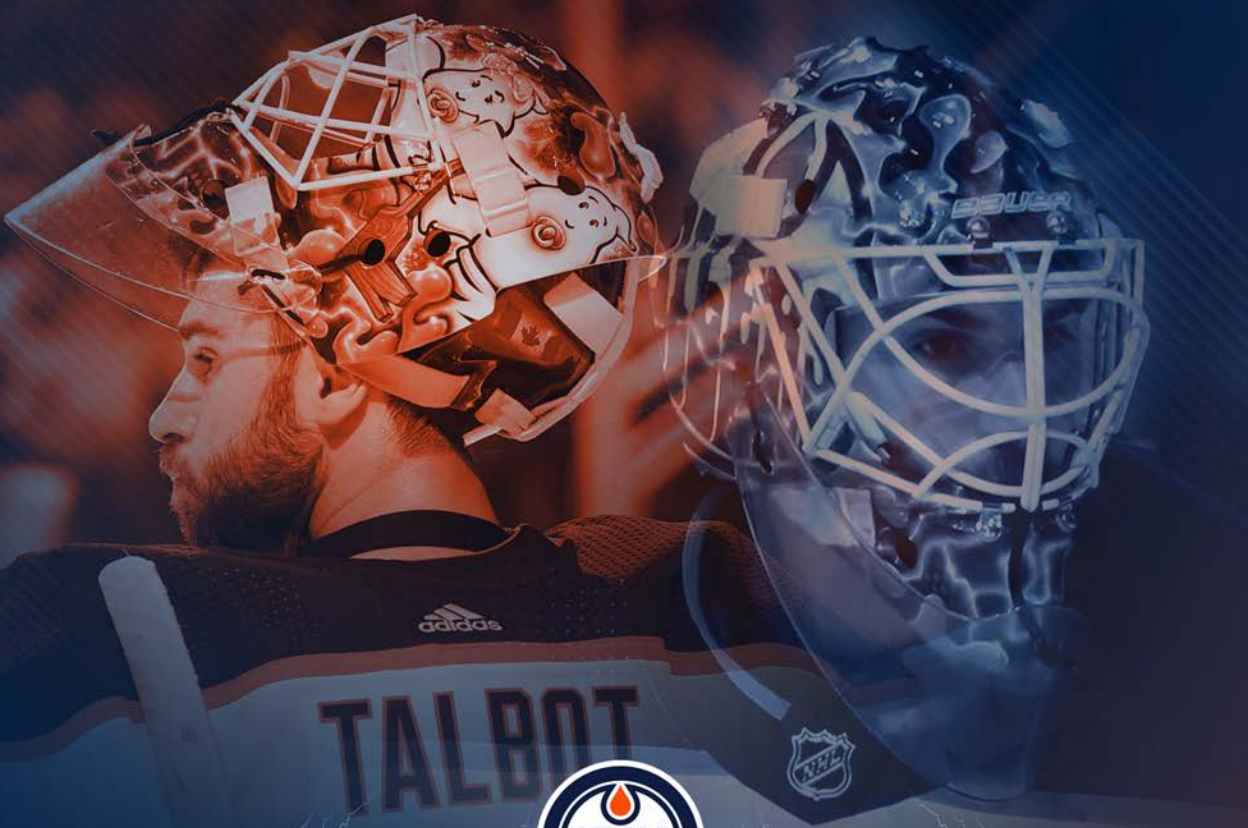
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**CONGRATULATIONS!**

We hope you have enjoyed the exciting 10-week journey while being a positive example for your family, friends, classmates and community! Have fun and stay active for 60 minutes a day!

Cam Talbot | #33  
EDMONTON OILERS HOCKEY CLUB®



