

As the NHL Restarts, It Also Starts Up Its #WeSkateFor Initiative

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The National Hockey League returns to the ice Saturday (Aug. 1) with a five-game slate in its 2020 Stanley Cup Qualifiers, being played in Edmonton, Alberta, and in Toronto.

NHL Original Productions and NHL Social are bringing fans inside the “Secure Zones” for players, coaches and league and team personnel.

The league said 30 teams of content creators—six NHL Studios crews and 24 made up of social media coordinators and videographers from the participating teams—will create short- and long-form video for the social and digital channels of the NHL and the individual clubs.

Original programs for those platforms will be released daily, including Cup Confidential, Inside the NHL Bubble and SC:60.

The league will also pay tribute to those at the forefront of the anti-racism movement and the fight against Covid-19 throughout opening day.

The NHL also introduced league-wide initiative #WeSkateFor, to honor community heroes, front-line and healthcare workers and racial justice activists through programs including charitable donation drives, social media campaigns (using the #WeSkateFor hashtag) and pregame acknowledgements.

Players will wear #WeSkateFor Equality helmet decals in

support of Black Lives Matter and other social justice movements, and each player received a hoodie to personalize with the name of who or what they are skating for.

Starting Saturday, the NHL and Fanatics will make #WeSkateFor Equality apparel available for purchase at NHLShop.com and NHLShop.ca, with a portion of the proceeds benefitting the NHL Foundation.

#WeSkateFor Black Lives will be displayed on digital screens and seat coverings in Rogers Place in Edmonton and Scotiabank Arena in Toronto.

The league will also salute 24 healthcare professionals and other essential workers in a virtual pregame ceremony prior to the Chicago Blackhawks–Edmonton Oilers game and prior to the puck drop at the Montreal Canadiens–Pittsburgh Penguins match-up.

Behind-the-scenes documentary series Quest for the Stanley Cup will make its return this postseason, as well.

NHL chief content officer Steve Mayer said in a statement, “The world has changed significantly in the four months since the NHL played its last game. We therefore will raise awareness for the NHL’s support for the Black community, while also celebrating the incredible individuals who have worked tirelessly to ensure positive health for those affected by Covid-19. While we will miss having the fans in the arena, we will use opening day and future NHL games to bring people together to celebrate our common humanity.”

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