



Greater Toronto Hockey League 2023 Annual Report

June 2023



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Greater Toronto Hockey League

Annual Report

June 2023



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Land Acknowledgement

The Greater Toronto Hockey League acknowledges the land we work and play on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit, and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit.

We acknowledge this land and people because the first step to reconciliation is recognizing the existence of Indigenous people. A shared understanding of how our collective past brought us to where we are today will help us walk together into a better future.



Year in Review Highlights

In 2022-2023, the Greater Toronto Hockey League completed its first uninterrupted, complete hockey season since the COVID-19 pandemic. The puck dropped on October 1, 2022, with the campaign featuring more hockey across all age groups and divisions, including a total of 232 exhibition games, 7693 regular season games, and 1483 playoff games at the competitive ('A,' 'AA,' and 'AAA') level. All GTHL championships were completed and awarded by April 22, 2023. The League's house leagues collectively had approximately 35,000 games played.

Player registration increased 18.88 per cent from the 2021-2022 campaign as the GTHL welcomed a total of 35,643 participants this past season. Additionally, the League proudly welcomed the return of events such as the I Play in the G Festival and additions to the event calendar, including the inaugural Moustache Cup raising over \$34,000 for Movember.

Off the ice, the 2022-2023 season included many steps of progress for the GTHL in its work leading to make the game more inclusive. The GTHL moved the needle on several items and goals from the League's Strategic Plan and continued to complete recommendations from the Independent Committee's *Roadmap for Change*.



Community Partnerships & Culture Change

GTHL MEMBERS ELECT VICE PRESIDENTS AND DIRECTORS AT GTM, WELCOME KARL SUBBAN AS NEW DIRECTOR: JULY 2022



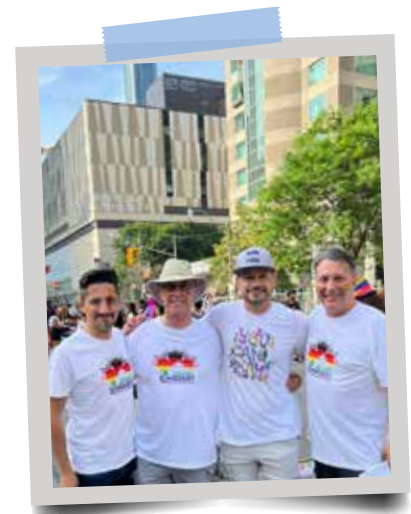
The GTHL held its Annual General Meeting in-person for the first time since 2019 on July 19. The AGM included the election of the GTHL Board which, with the first-time election of Karl Subban, welcomed its fourth new director over the last two years.

GTHL, YOU CAN PLAY ANNOUNCE THREE-YEAR PARTNERSHIP: AUGUST 2022

On August 3, the GTHL and You Can Play announced a three-year partnership agreement that will continue to create a space that is more inviting to 2SLGBTQ+ athletes, coaches, officials, and fans while simultaneously striving to be leaders beyond the sports world.

The GTHL and You Can Play partnership focuses primarily on inclusion training for staff, coaches, officials, and players. Additionally, the partnership will aim to create simple and easy to use activations and messaging to empower coaches, athletes, officials, and the League to embrace inclusivity and help move the needle on more safe locker rooms, arenas, and sport settings.

The partnership will support the GTHL's ongoing implementation of its Strategic Plan which focuses specifically on improving culture, diversity, and inclusion throughout the League and hockey in the Greater Toronto Area.



CARNEGIE INITIATIVE, NHL, NHLPA, MLSE, GTHL, AND TMU HOST THE TRANSITION GAME: A DEEP DIVE INTO THE GTHL'S INCLUSION EFFORTS: NOVEMBER 2022

The Carnegie Initiative (CI), in partnership with the NHL, NHLPA, MLSE, the GTHL, and the Toronto Metropolitan University (TMU), hosted the Transition Game: A Deep Dive into GTHL Inclusion Efforts on November 8. The event took place on the late Herb Carnegie's 103rd birthday at MLSE Launchpad.



The event strived to engage players, parents, partners, coaches, sport leaders, and other stakeholders in important conversations around the growth of inclusion and acceptance in hockey. The day began with invited participants taking part in a round table solutions-based session in a safe space to discuss making hockey a better, more diverse, and welcoming environment. The desired outcome of the round table was to capture data to produce a scalable digital road map on inclusion in hockey to present at the January 2023 Carnegie Initiative Summit in Toronto.

The second part of the day, which was open to the public, included a keynote and panel discussion identifying issues and/or needs and the actionable steps required to make hockey more inclusive, followed by an opportunity to network and meet other individuals striving to make change.

GTHL WELCOMES FELIPE PALLEROS AS NEW ASSOCIATE DIRECTOR OF CULTURE, AND DIVERSITY, EQUITY, AND INCLUSION: MAY 2023

To begin the month of May, the GTHL welcomed Felipe Palleros, the League's new Associate Director of Culture, and Diversity, Equity, and Inclusion (DEI).

The Associate Director for Culture, and Diversity, Equity, and Inclusion (DEI) will lead the planning, implementation, and assessment of DEI initiatives in alignment with the GTHL's overall strategy. Felipe will serve as the main resource for the GTHL Board of Directors, employees, and member organizations. Specific responsibilities include implementing and overseeing DEI efforts in all areas of the GTHL's programs, practices, staff, and volunteers. The Association Director will support the GTHL's Executive Director and Chief Operating Officer in developing and measuring organization-wide DEI goals, manage the implementation of DEI recommendations, and serve as the subject matter expert for all Culture and DEI related policies and programs. The role will also lead the development of an annual DEI strategic plan, report on Culture and DEI initiatives, and implement infrastructure changes necessary to achieve Culture and DEI goals.

The addition of the Associate Director for Culture, and Diversity, Equity, and Inclusion role comes following the Independent Committee's Roadmap for Change: Report and Recommendations. The first recommendation of the report was to hire an experienced DEI professional.





GTHL Strategic Plan and Roadmap for Change: Independent Committee Report and Recommendations – Update

The GTHL remains committed to eliminating discrimination in the League, including intentional efforts to improve diversity, equity, and inclusion (DEI).

The League began this work in 2019, hosting “The Transition Game” Summit focusing on the culture of youth sport and diversity and inclusion.

The Transition Game Summit resulted in the development of the League’s Strategic Plan. In addition, the GTHL appointed an Independent Committee to review racism and discrimination. The Independent Committee’s 2022 Report, Roadmap for Change, contained a number of recommendations.

STRATEGIC PLAN AND OTHER INITIATIVES:

The League’s Strategic Plan has resulted in various work and initiatives being brought forward by the GTHL, the League’s members, and partners over the last three years, including the following:

LISTENING	ACTIONS: 2020-21 (Season Long Shutdown due to COVID-19 pandemic)	ACTIONS: 2021-22	ACTIONS AND PLANNED ACTION: 2022-23
2019 Survey of Parents, Players, Coaches, and Members 2019 Transition Game Summit Powered by Scotiabank – Shifting Culture in Sport	City of Vaughan work with Baitul Islam Mosque – Ahmadiyya Muslim Community Canada in Vaughan	City of Vaughan work with Baitul Islam Mosque – Ahmadiyya Muslim Community Canada in Vaughan	City of Vaughan work with Baitul Islam Mosque – Ahmadiyya Muslim Community Canada in Vaughan
2020 Town Hall on Racism and Discrimination in the GTHL	GTHL Hockey Partner with TDSB SWAN Program in Lawrence Heights	GTHL Hockey Partner with TDSB SWAN Program in Lawrence Heights	GTHL Hockey Partner with TDSB SWAN Program in Lawrence Heights
2020 Appointment of Independent Committee on Racism and Discrimination	All Female Coach Development Program	All Female Coach Development Program	All Female Coach Development Program
2021 GTHL Family Demographics Survey		Demographic study of existing participants	Expanded Demographic Study – Measure year-over-year changes



LISTENING	ACTIONS: 2020-21 (Season Long Shutdown due to COVID-19 pandemic)	ACTIONS: 2021-22	ACTIONS AND PLANNED ACTION: 2022-23
2021 & 2022 Participant Organization in Hockey Equality Mentorship Summits		Election of new directors with diverse backgrounds	GTHL Leadership EDI Education Program
2022 Participant –Carnegie Initiative Summit		Seaside Hockey Joins GTHL Membership	Partnership with You Can Play
2022 Family Experience Survey		Partnership with Hockey Equality	Board and Staff EDI Education Program
		Prohibition on the use of Indigenous Names and Logos	Community Exchange Program with Whitefish River First Nation
		Attendance and support of Hockey Equality Mentorship Program	Summer Camp Program with Hockey Equality
		Social media and campaigns highlighting players from various background	Scarborough Hockey Association work with Abu Bakr Mosque in Scarborough
		Improved investigative and accountability strategy for discrimination complaints	Toronto Board of Education Try Hockey Program
		GTHL Transition Game Strategic Plan finalized and adopted	Added education component to team building
		Formation of Transition Game Advisory Committee	Hired Management Staff Position Focused on Culture, Diversity, Equity, and Inclusion
		Independent Committee Report Issued Publicly with 44 Recommendations, 14 of which had been all or partially initiated.	Execution of Hockey Equality Accountability Project
		All Female Coach Development Program	Pilot Hockey Equality Certified Hockey Association Program
		Parent survey on culture, structure and experience	Partner Organization with the Carnegie Initiative
			November & GTHL Moustache Cup – Promoting Mental Health Awareness for Athletes



In addition, the GTHL has progressed on the recommendations made by the Independent Committee. To date, 27 of the 44 Recommendations have either been completed or are currently being worked on.

GTHL Independent Committee Recommendation Score Card - As of May 30 2023		
In Progress	Not Started	Completed/On-going maintenance
Independent Committee Recommendation	Implementation Status	Notes
Hire a qualified staff member experienced in EDI initiatives.	COMPLETED	
Utilize a scorecard as a measurement tool and ensure that the criteria are adhered to.		
Form a Diversity Committee.	IN PROGRESS	
Ensure financial transparency – direct each club and team to provide transparency in costs.	IN PROGRESS	GTHL Platform Currently In Development
Develop and implement strategies to measure the success of EDI programs.		
Mandate that a minimum of 30% of BIPOC individuals are elected to the Board of Directors.	IN PROGRESS	The current composition of the Board meets this standard.
Mandate that a minimum of 40% of female individuals are elected to the Board of Directors.	IN PROGRESS	
Mandate that the Nominations Committee works to its full potential leading into the Annual General Meetings (AGM).	IN PROGRESS	
Mandate that the Nominations Committee be educated about EDI and intersectionality.	IN PROGRESS	
Mandate that the list of nominees includes BIPOC individuals.	IN PROGRESS	The last two election cycles have met this standard.
Mandate that the list of nominees includes individuals who identify as female.	IN PROGRESS	The last two election cycles have included female candidates.
Mandate that the Nominations Committee proactively communicates with the GTHL’s stakeholders (clubs, divisions, teams) to highlight and introduce the future Board electees no later than a month prior to the league’s AGM.		
Strongly recommend that Members include BIPOC and female representation requirements in their By-laws and Club Policies, over the course of two years.		



Mandate that of the BIPOC individuals elected to the Board, at least one occupies a Vice President position within three years of the release of this report.		
Mandate that the existing President mentor the BIPOC Vice President.		
Mandate that the length of the term of the Vice President be changed to three years.		
Mandate the Nominations Committee to proactively recruit future Board electees based upon skill sets that are aligned with the GTHL's Strategic Plan.	IN PROGRESS	
Develop and implement a more robust, consistent, and structured screening procedures for those interested in coaching.		
Ensure that Members are recruiting and appointing BIPOC team officials with diverse skill sets.		
Create and implement a BIPOC Coaching Mentorship program.		
Recruit, train, and provide opportunities for women in the GTHL.	IN PROGRESS	Ongoing - More work to be done
Create an anonymous hotline/ombudsperson's office for people to report discriminatory actions.	COMPLETED	Hockey Canada ITP - Requires further examination for GTHL Specific complaints and adjudication
Review incident reports where racial slurs are alleged to have been used but not heard.	COMPLETED	Ongoing
Introduce a transparent reporting system that follows and tracks the number of complaints (for all stakeholders, i.e., for team officials, parents, and athletes).	COMPLETED	This information was reported on and will continue to be in the GTHL Annual Report that is released publicly.
Implement a zero-tolerance policy regarding discriminatory language and behaviour that applies to everyone (including spectators) to at least the same standard regarding discriminatory language as athletes are held.	COMPLETED	



Create an Alternative Dispute Resolution (ADR) process for complaints that is populated by a rotating panel of volunteers who are qualified in ADR.	IN PROGRESS	
Introduce sanctions for repeat offenders that go beyond penalties and suspensions.	COMPLETED	
Re-imagine its approach to education.	IN PROGRESS	Hockey Canada is currently reviewing. Requires a GTHL specific focus
Create and execute an educational program for all stakeholders including players, parents, coaches, clubs, referees, Staff and Board, on the shift in culture and initiatives on racism and EDI.	IN PROGRESS	Hockey Equality, You Can Play & Pilot with NHL
Implement a mandatory educational peer training session that is delivered by a member of the team to the rest of the team.		
Organize and implement an EDI speaker series led by significant GTHL/Hockey Alumni.	IN PROGRESS	Ongoing
Implement mandatory EDI training sessions for parent representatives, requiring all stakeholders to engage in a minimum of two sessions with the content over the course of the season.		
Create a sub-committee that reviews and measures the current EDI education's impact.		
Pair suspensions with mandatory EDI education modules.		
Mandate the implementation of safe spaces in all facilities or locations for women and non-binary individuals.		
Create and implement a strong communications plan to support EDI messaging throughout the league.	COMPLETED	This work is ongoing.



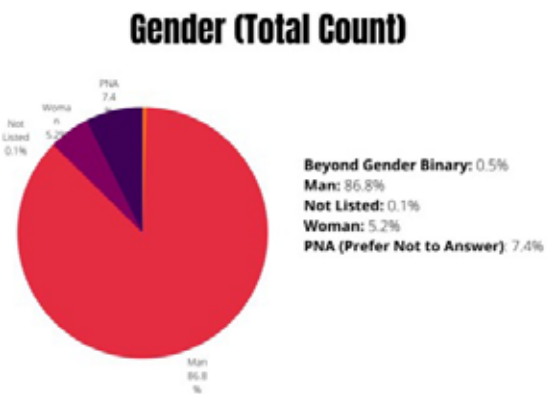
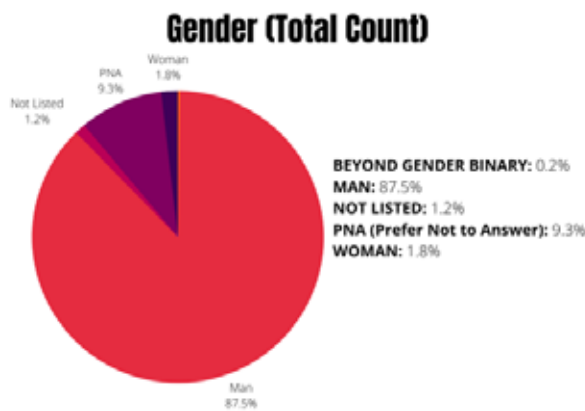
Implement a public relations campaign to improve the outlook towards hockey, and demonstrate positive changes in terms of addressing racism and systemic issues.	IN PROGRESS	This work is ongoing.
Create a league-wide event that engages all stakeholders prior to the commencement of the competitive season.		
Create an award that recognizes the contributions made by a player, coach, and team in promoting EDI values.	IN PROGRESS	Approved by the Board. Waiting for consent from Named Award Family.
Partner and strategize with external organizations that are currently working with historically marginalized communities in finding financial solutions that will facilitate their participation in hockey.	COMPLETED	
Host an annual town hall regarding EDI.	COMPLETED	2021 Event Completed Event to be Scheduled 2023
Create and implement an EDI Parent Representative Initiative.		
Identify and strategize with external organizations that are currently working with historically underrepresented and underserved communities to be introduced to the game of hockey.	COMPLETED	
Eliminate ethnic or stereotypical mascots or imagery from teams and clubs.	COMPLETED	



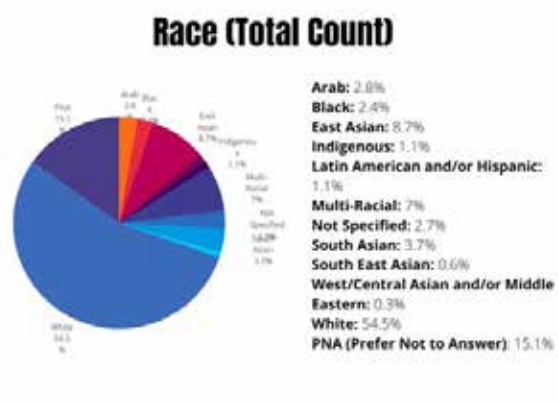
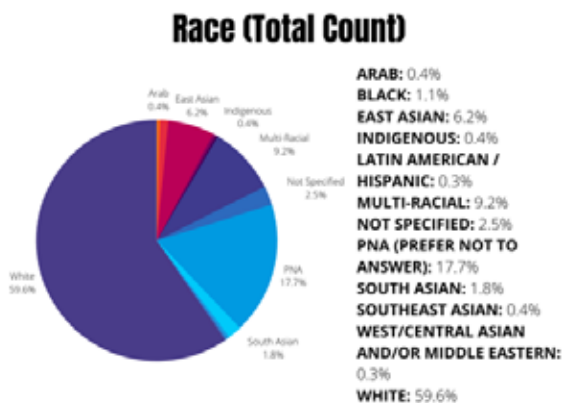
GTHL 2022-23 Demographic Survey

As part of the GTHL’s commitment to serving the GTA community, it is important for the League to annually evaluate the community’s demographics to better understand its greater needs. Beginning with the 2021-22 season’s registration, the GTHL started collecting demographic information on a voluntary basis for participants in competitive level hockey. New for the 2022-23 season, the GTHL collected data from all participants.

2021-2022 VS. 2022-2023

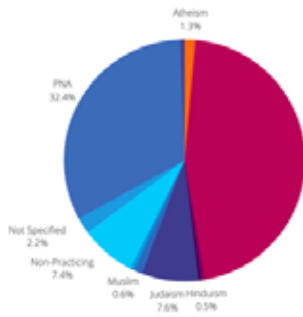


2021-2022 VS. 2022-2023



2021-2022 VS. 2022-2023

Religion (Total Count)



ATHEISM: 1.2%
BUDDHISM: 0.2%
CHRISTIANITY: 40.7%
HINDUISM: 0.4%
HUMANISM: 0.0%
ISLAM: 0.3%
JUDAISM: 6.8%
MULTIPLE RELIGIONS: 1.0%
MUSLIM: 0.5%
NON-PRACTICING: 6.6%
NON-RELIGIOUS: 11.0%
NOT SPECIFIED: 1.9%
PNA (PREFER NOT TO ANSWER): 28.8%
SIKHISM: 0.5%

Religion (Total Count)



Atheism: 3.4%
Buddhism: 0.6%
Christianity: 39%
Hinduism: 1.1%
Humanism: 0.2%
Islam: 1.4%
Judaism: 8.1%
Multiple Religions: 0.1%
Muslim: 0.7%
Non-practicing: 8.4%
Non-religious: 12.3%
Not Specified: 1.2%
Sikhism: 0.6%
PNA (Prefer Not to Answer): 22.8%

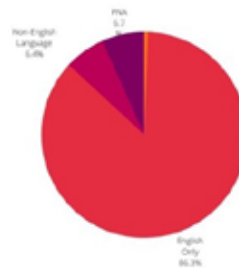
2021-2022 VS. 2022-2023

Language (High Level)



ENGLISH + OTHER LANGUAGE(S): 5.9%
ENGLISH ONLY: 89.2%
MULTIPLE OTHER LANGUAGES: 0.2%
NON-ENGLISH LANGUAGE: 3.6%
NOT LISTED: 0.7%

Language (High Level)



English + Other Language(s): 0.6%
English Only: 86.3%
Non-English Language: 6.4%
PNA (Prefer Not to Answer): 6.7%

2021-2022 VS. 2022-2023

Income (Total Count)



\$100,000-\$130,000: 8.2%
\$130,000-\$160,000: 5.7%
\$160,000-\$200,000: 8.2%
\$20,000-\$40,000: 2.0%
\$40,000-\$70,000: 5.3%
\$70,000-\$100,000: 7.7%
Greater than \$200,000: 25.3%
Less than \$20,000: 1.5%
PNA (Prefer Not to Answer): 36.1%

Income (Total Count)



\$100,000-\$130,000: 12.8%
\$130,000-\$160,000: 8.9%
\$160,000-\$200,000: 12.9%
\$20,000-\$40,000: 3.1%
\$40,000-\$70,000: 8.3%
\$70,000-\$100,000: 12.1%
Greater than \$200,000: 39.5%
Less than \$20,000: 2.3%
PNA (Prefer Not to Answer): 0.10%

Events

GTHL Legacy Classic – July 2022

The GTHL hosted the 11th annual Legacy Classic on July 12, 2022. The event welcomed 128 golfers at Cardinal Golf Club, raising \$26,132 in support of the GTHL Legacy Fund.

GTHL Annual General Meeting (AGM) – July 2022

On Tuesday, July 19, the GTHL hosted its Annual General Meeting at the Toronto Airport Marriott Hotel. Over 100 members from League clubs were in attendance.

Moustache Cup – November 2022

The GTHL hosted the inaugural Moustache Cup on Saturday, November 19 at Mattamy Athletic Centre in Toronto. Leading up to the game, the participating teams, the Under-16 Toronto Jr. Canadiens and the Toronto Marlboros teams – including coaches, parents/guardians, and players – participated in the Movember: Breaking the Ice program. The program teaches participants to talk about mental health, how to get help when needed, and resiliency to overcome life's challenges. The program is multi-layered and includes educational workshops and materials for athletes, parents, and coaches.

On the ice, the Toronto Jr. Canadiens defeated the Toronto Marlboros by a final score of 6-4 in front of over 800 people in the stands, becoming the inaugural Moustache Cup Champions.

Additionally, both teams participated in a fundraising challenge off the ice, raising \$34,853 in support of Movember. The Toronto Marlboros earned the top fundraising challenge trophy, presented by Movember in December at the conclusion of the fundraising challenge.

PlayStation Platinum Cup powered by the Toronto Maple Leafs and the GTHL – November 2022

The PlayStation Platinum Cup took place on November 25-27, 2022 at Scotiabank Pond, serving as a new location for the tournament this season. The tournament saw the return of PlayStation following a pause from involvement during the COVID-19 pandemic. With the support of the Toronto Maple Leafs, the tournament was once again a success, welcoming a total of 22 teams – six at the 'AAA' level, and eight each at the 'AA' and 'A' levels. Teams received GTHL and Maple Leafs branded items, including tickets to a Toronto Marlies game. The winners of each division received team signed sticks from the Maple Leafs.



13th Annual GTHL Top Prospects Game fuelled by Gatorade – January 2023

The 13th annual GTHL Top Prospects Game was held at Scotiabank Pond on January 24, 2023. New this season, Gatorade supported the event as the title sponsor. The event showcased the top-40 Under-16 'AAA' players from the GTHL with celebrity coaches including Nik Antropov, Rane Carnegie, Ted Nolan, Wendel Clark, Angela James, and Anthony Stewart. In front of a sell-out crowd, Team Antropov-Carnegie-Nolan came from behind to defeat Team Clark-James-Stewart by a final score of 6-4.

The Gatorade Player of the Game for Team Clark-James-Stewart was Shamar Moses, and the Gatorade Player of the Game for Team Antropov-Carnegie-Nolan was Chase Del Colombo.

The night prior to the Top Prospects Game, the teams participated in the GTHL Top Prospects Practice Night which included a practice with their teams as well as the opportunity to participate in Gatorade's Sweat Test and a hydration in-class education session.

Under-18 All-Star Festival fuelled by Gatorade – January 2023

The Under-18 'AAA' All-Star Game took place on Friday, January 27, with the U18 'AA' and U18 'A' games played the following day on Saturday, January 28 at Scotiabank Pond. With the support of Gatorade, the U18 All-Star Games featured over 122 players from across the League.

- Final Scores:
 - U18 'AAA': Team Blue 7 vs. Team Red 4
 - U18 'AA': Team Blue 3 vs. Team Red 2
 - U18 'A': Team East 4 vs. Team West 1

I Play in the G Festival – January 2023

In conjunction with the U18 All-Star Festival, the GTHL's I Play in the G Festival returned for the first-time post-pandemic on January 26-28, 2023 at Scotiabank Pond. The U18 All-Star Festival took place on Rink 1 while GTHL regular season games took place on the remaining three rinks at Scotiabank Pond. Gatorade was present for the festival, setting up a successful hardest shot activation. The Mississauga Steelheads, Toronto Marlies, Chevrolet Good Deeds Cup, and the GTHL Staff also set-up activations for GTHL players and families to enjoy throughout the weekend. GTHL Staff set up Cup Pong for their activation, giving participants a chance to win a pair of Hockey Hall of Fame tickets, amongst other prizes. The GTHL also had a raffle for a signed Morgan Reilly jersey.

Pro Hockey Life Cup – March 2023

The GTHL celebrated all 2022-2023 regular season champions over two nights on March 11 and March 21. Teams were invited to an off-ice space at Scotiabank Pond to receive their trophies and take team photos. Teams also participated in the selfie corner, with the selfie photos posted on the League’s social media platforms. Pro Hockey Life provided coupons to all participants and Pizzaville provided each team with a \$50 gift card.

OHL Cup – March-April 2023

The OHL Cup was held from March 28 through to April 1 at Scotiabank Pond, with the championship final hosted at Mattamy Athletic Centre in Toronto on April 3. The tournament featured the top 20 teams from across the province and one from the United States. Prior to the start of the tournament, Wild Card play-in games took place on March 28 at Scotiabank Pond. Over 1,200 people attended the OHL Cup Final, which featured the GTHL’s Toronto Jr. Canadiens and the Vaughan Kings. The Jr. Canadiens came out on top as champions with a 3-0 win, solidifying an undefeated tournament run. Jake O’Brien (Jr. Canadiens) was named the tournament’s Most Valuable Player.

CANCELLED EVENTS:

U12/U13 ‘AAA’ Classic: The tournament was cancelled for the 2022-23 season due to lack of registrations. The GTHL has decided to retire this tournament and is in the planning stages to create a new tournament in its place for the 2023-2024 season.

UPCOMING EVENTS:

2023 GTHL Awards Gala – June 2023

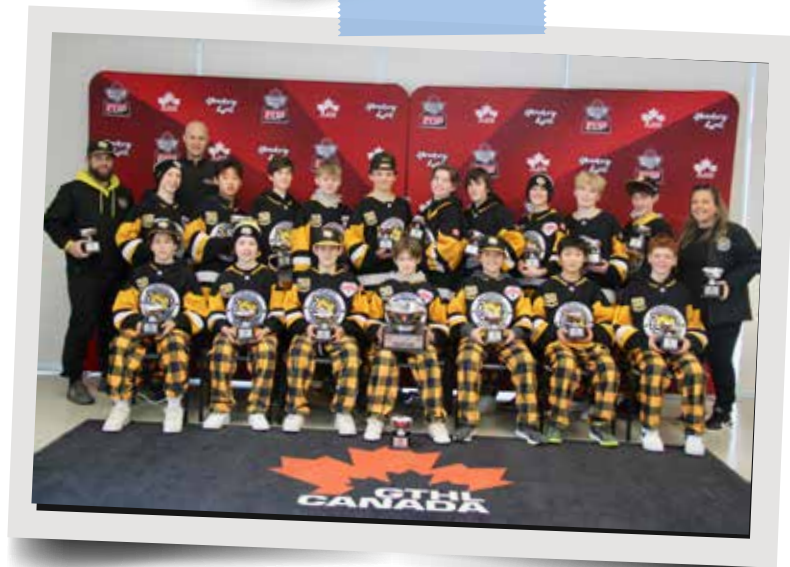
The 2023 GTHL Awards Gala will take place on Thursday, June 15 at the Hockey Hall of Fame in Toronto. The following awards and scholarships will be presented:

- **Len Barrett U18 House League Scholarship Award:** Erik Worden
- **Cooper Humanitarian Award:** Troy Whetstone
- **John R. Gardner Special Recognition Award:** Thomas Arciero
- **Rob Silc Memorial Community Coaching Award:** Tobin Davis
- **George F. Dufton U18 AAA Scholarship Award:** Aidan Hagshi
- **Herb Ebisuzaki Coaching Award:** Marc Ihamaki
- **Gord Hughes U16 AAA Scholarship Award:** William Moore
- **Roy Pejcinovski Memorial Goaltending Character Award:** Daniel Berton
- **J. Norman Sharp U18 AA Scholarship Award:** Gabriel Costantini
- **Frank D. Smith U18 A Scholarship Award:** Nayan Liscombe
- **Gus Gordon Memorial Officials Award:** Carl Friday
- **Dr. Tom Pashby Regional Trainer of the Year Award:** Rick Court
- **George Chamandy Memorial Trophy:** To be announced



GTHL Annual General Meeting – Tuesday, July 11 at The Venetian

12th Annual GTHL Legacy Classic – Tuesday, July 25 at the Richmond Hill Golf Club



Outreach

NHL/NHLPA First Shift – 2022-2023 Season

Between the GTHL and the MHL, 15 minor hockey associations hosted an NHL/NHLPA First Shift this past season. The associations include:

- Applewood Hockey Association
- Downsview Hockey Club
- Duffield Sports Club
- Erindale Hockey Association
- George Bell Hockey Association
- Goulding Park Hockey Association
- Heartland Dragons Hockey Association
- Lorne Park Clarkson Hockey Association
- Markham Hockey
- Meadowvale Minor Hockey Association
- Parkwoods Hockey League
- Port Credit Hockey Association
- Scarborough Hockey Association
- Streetsville Hockey League
- York Mills Hockey Club

GTHL/Scarborough Hockey Association First Shift with Scarborough Mosque Ball Hockey Association – Fall 2022

To begin the 2022-2023 hockey season, the GTHL worked with the Scarborough Hockey Association (SHA) to host a First Shift program for 100 kids from the Scarborough Mosque Ball Hockey Association (SMBHA). The program provided participants with full equipment and ice time. When the initial six weeks concluded, the GTHL and the SHA extended the ice time to 13 weeks and helped more than 40 kids graduate into the SHA's house league program without a required expense.

The program received \$10,000 in funding from the GTHL Legacy Fund and Jumpstart Playmakers Fund, with the SHA covering the remaining costs.

GTHL/Whitefish River First Nation Exchange – November 2022 & February 2023

The GTHL piloted an exchange program between a team in the GTHL and youth from the Whitefish River First Nation community. The exchange program strived to provide opportunities for GTHL and First Nations players, parents, and other participants to develop relationships, fellowship, and a cultural understanding through a shared passion for the game of hockey. For younger recreational-level players and players who had not previously played organized hockey, the exchange aimed to provide introductory skill development opportunities (both on and off the ice) to encourage further participation in the game of hockey, while fostering new learning experiences and relationships.



On February 3-5, the Scarborough Hockey Association's (SHA) Under-11 Select Team visited Whitefish River First Nation for the second leg of the Greater Toronto Hockey League and Whitefish River First Nation home-and-home exchange. The visit came following the first leg in November 2022 which featured youth from Whitefish River First Nation coming to Toronto.

At the conclusion of the Exchange, the SHA donated \$5,000 to Whitefish River First Nation to help support community-based programming.

49th Annual Little NHL Tournament – March 2023

Following a hiatus due to the COVID-19 pandemic, the Little Native Hockey League tournament returned for its 49th event March 12 to 16 at the Iceland Sports Complex in Mississauga. The tournament featured divisions from Under-7 through to U18 for both boys and girls. The GTHL supported the tournament through providing 70 officials.

2023 Canadian National Blind Hockey Tournament – March 2023

The 2023 Canadian National Blind Hockey Tournament welcomed over 200 players and coaches from 11 participating Canadian provinces and five different countries, including the United States, Finland, England, and Scotland. The tournament, which took place from March 24 to 26 at Mattamy Athletic Centre, featured six different divisions: children, youth, low vision and development, open, women's and Canada vs. USA. The GTHL supported the event through providing 15 League officials and marketing the tournament to membership.

Safehaven Skates Day – April 2023

On April 1, an Under-10 City of Vaughan Hockey Association (CVHA) house league team, led by coach Paolo Di Zazzo, hosted a Safehaven Skates Day at the Sports Village in Vaughan. The event provided individuals diagnosed with cerebral palsy, down syndrome, muscular dystrophy, genetic disorders, and other complex care needs the opportunity to feel the joy of being on the ice. The GTHL provided support in the logistical planning of the lead up to the event, communications and marketing support, as well as in-kind donations for all participants.

Inaugural North American VOLT Hockey Tournament – May 2023

The GTHL provided support to Variety Ontario as they hosted the inaugural North American VOLT hockey tournament presented by the Maple Leafs Alumni Association on May 27-28. The tournament welcomed teams from Alberta, London, Manitoba, Ontario, and Boston. The goal of the tournament was to have fun while providing kids an opportunity to play VOLT competitively ahead of the VOLT World Cup in Sweden.

VOLT hockey is an accessible form of hockey that is played in a specifically designed hockey sport chair by people with a variety of disabilities, particularly those with limited upper mobility. For many of these children, it is their first opportunity to play on a team and learn valuable life skills such as team building, competition, and social inclusion.

The GTHL provided the officials for the tournament as well as scheduling and logistical support in the planning stages.

Development

OFFICIATING DEVELOPMENT:

Hockey Canada Officiating Program

The GTHL certified 786 officials in total this past season. This season the Officiating Level 1 and Level 2 clinics were back to in person learning.

- Level One: **419**
- Level Two: **182**
- Level Three: **134**
- Level Four: **45**
- Level Five: **5**
- Level Six: **1**

The GTHL mandated that every official attending a recertification clinic had to participate in one of the League's Officiating Standards courses. The GTHL hosts standard courses every year to touch on areas of concern that were previously identified by the Hockey Operations Department with the use of video footage from games. Additionally, the GTHL educated officials on the Hockey Canada Maltreatment Playing Rule 11.4. A total of ten sessions were held prior to the start of the season, engaging officials with the new playing rule while providing the opportunity for questions.

Canadian School of Hockey Officiating

The Canadian School of Hockey Officiating: Referee Summer Camp ("Ref School") returned for the 21st year after a two year break due to the pandemic. The Ref School was held August 22 to 25 and a change in location to Scotiabank Pond and Centennial College for classroom space. The camp saw 124 referees across various levels earn their certification throughout the week.

Winter Development Series

Back for the second year in a row, during the 2022-2023 season, the GTHL facilitated a Winter Development Series where 137 officials took part in one of the three Rules Emphasis and Supplemental Development sessions. In addition to the Rules Emphasis, the League also provided further guidance on the Maltreatment Playing Rule and what corresponding protocols are to follow.

Timekeeper Training

- **Junior Timekeeper**
 - Participants: **33**
- **Intermediate Timekeeper**
 - Participants: **46**



COACHING DEVELOPMENT:

Professional Development

Movember: Breaking the Ice – August and October 2022

- Participants: **32**

The GTHL and Movember teamed up to bring coaches mental health training to better understand, recognize, and manage issues among their athletes. Coaches received three professional development points for attending the session.

EDI Coach Initiatives

Women Only Coach Level 1 – November 13, 2022

- Participants: **14**

Women Only Coach Level 2 – November 13, 2022

- Participants: **6**

MLSE Coach Education Program – June 2022 / August 2022 / February 2023

- Participants: **11 / 11 / 19**

To change the face of hockey, the MLSE Foundation, Scotiabank, and the GTHL are committed to providing opportunities for underrepresented youth to be involved in the game at the coaching level. The aim is to improve representation in leadership positions to inspire a diverse generation of youth to engage in hockey. The program also provides pathways and connections for youth coaches to increase employment opportunities and facilitate community involvement through sport. The GTHL continues to work with the MLSE Foundation in connecting youth coaches to further education opportunities.

RIS – Activity Leader	Participants: 1345
RIS – Parent Program	Participants: 2191
HTO Trainer Level 1	Participants: 531
HTO Trainer Level 1 Refresher	Participants: 96
Hockey University Online Coach 1 / Coach 2	Participants: 430
Coach Level 1	Participants: 122
Coach Level 2	Participants: 130
Development 1	Participants: 461
Coaches Evaluated and Certified	Participants: 61
Hockey University Online Body Checking	Participants 520

Concussion Education and Hockey Canada’s Maltreatment Playing Rule

The GTHL held 7 sessions in a virtual and interactive setting specific to the League’s Return to Play Protocol, Concussion Education and Hockey Canada’s new Maltreatment Policy and Protocols.

The sessions were held with the goal of ensuring participants are exposed to the safest possible environment. Staff from Holland Bloorview Children’s Rehab Hospital presented the Concussion Education while GTHL Senior Officiating Instructors introduced the new Playing Rule on Maltreatment.

In total, there were **772 Participants** in attendance.

PLAYER DEVELOPMENT:

Player Pathway Skates – September 2022 & April 2023

- The 2022-23 season saw the GTHL provide player pathway prep skates in accordance with the Hockey Canada’s Player Pathway in September 2022. These pre-tryout development opportunities were free and open to players at the U10-U13 age groups of all levels in our membership over a three-week period. The skates proved to be successful with over 700 participants in 45 sessions. In addition, the GTHL provided goaltender specific sessions to these age groups with a specific goaltending instructor. In a parent survey, the majority agreed that the skates were fun, provided connections to others, and were an important pre-tryout activity.
- The GTHL also added in body checking sessions for those going into the U14 age group.
- In April 2023, the GTHL provided player pathway prep skates for the upcoming 2023-24 season. We saw the U14-U15 age group added this time round in accordance with Hockey Canada’s Player Pathway. The skates proved yet again to be a great development opportunity and a relatively low cost to players across the city with over 1150 participants in 62 sessions.

Development Days – November 2022 & February 2023

- The GTHL executed two separate Development Days on school board PA days in the 2022-2023 season. The GTHL PD Skill Development Days are designed to provide an extra training opportunity for GTHL players, bring players of all levels out to partake in on and off ice activities to develop their skills. The days were open to players from U9 to U13. Each day saw 75 players participate.



Player Registration

In the first full, uninterrupted GTHL hockey season since the COVID-19 pandemic, the 2022-23 campaign featured an 18.88 per cent player increase from the year prior.

	“A”, “AA” & “AAA”	MHL	House League	Total Players	Total Participants	Percentage Change Players From Prior Year
2022-2023	7824	4956	15,604	28,384	35,643	6.88%
2021-2022	8998	4269	13,483	26,750	28,088	-24.66%
2020-2021	0	0	0	0	0	-100.00%
2019-2020	8861	4509	18,335	31,705		-2.97%
2018-2019	8890	4530	19,254	32,674		3.48%
2017-2018	8720	4659	18,197	31,576		-2.63%
2016-2017	8684	4892	18,854	32,430		-2.92%
2015-2016	8694	5415	19,296	33,405		-1.05%
2014-2015	8774	5705	19,279	33,758		0.46%
2013-2014	9373	5939	18,290	33,602		-2.72%
2012-2013	9526	6380	18,635	34,541		2.33%
2011-2012	9144	6548	18,061	33,753		1.43%
2010-2011	8957	6468	17,852	33,277		



Hockey Operations

The 2022-2023 season brought a longer and healthier hockey campaign featuring an expanded post-season in comparison to the 2021-2022 season, which included an interrupted black-out period from December 18 to February 3, 2022. This allowed the GTHL to utilize the Hockey Canada Pathway, and in January, saw GTHL competitive clubs support the concept of all teams at Under-10 to U12 having meaningful, competitive games to conclude their season. The playoffs for these age groups involved stages of round robins allowing every team to make the playoffs and play competitive post-season games.

The U13 level followed the same pattern, however, were limited to traditional playoff qualifications based on the requirement that 'A,' 'AA,' and 'AAA' champions had to be declared for Ontario Hockey Federation and Hockey Canada championships.

The U14 to U18 levels returned to a traditional playoff series format.

In total, the GTHL's competitive program had 232 exhibition games, 7693 regular season games, and 1483 playoff games.

ARENA STAFF – RINK ATTENDANTS AND TIMEKEEPERS

The GTHL used 39 Rink Attendants this season, which included eight new hires, to manage League arenas for competitive ('A,' 'AA,' and 'AAA') games. The League had a total of 101 timekeepers, with 17 new hires, who received coaching from X supervisors.

The GTHL hosted three junior timekeeper sessions, training 51 participants. The League also held four intermediate timekeeper courses, training 60 participants.

OFFICIATING

1. League Staff: **230** (an increase of 36 officials from 2021-2022)
2. Tournament Staff: **94**

The GTHL experienced a significant increase in the number of officials on staff during the 2022-23 season. There were various reasons as to why the League's numbers went up this season, with the most notable being the GTHL's Fast Track Program. The League recruited hockey-experienced officials and integrated them into the competitive program. Over 60 per cent of GTHL regular season games were able to include a three-official system as a result, with 80 per cent of League playoff games featuring either a three-official or four-official system as well.

The GTHL's Fast Track Program was able to recruit 32 brand new officials into the competitive program. These officials worked regular season games, tournaments, and playoffs with a high degree of success. The program will be returning in the fall for the 2023-2024 season.

Over the 35 tournaments hosted through GTHL clubs, the League assigned a total of 2,887 games. Over the regular season, tournaments, playoffs, exhibition season, the GTHL assigned 12,295 games.



LEAGUE COVERAGE

The Series Chair program where representatives are assigned to age groups and Convenors which are assigned to arenas was once again an important tool for the GTHL to get feedback from our operations and these representatives were also asked to monitor games with a ‘heated’ rivalry.

REPORT ON DISCRIMINATION PENALTIES

As of May 1, 2023	Competitive Games Total: 9,408 (including exhibition, regular season, playoffs) House League/Select Games Total (Approx.): 35,000
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Complaints filed on the grounds of discrimination that were reported in game but not heard by the official	
Family Status	1
National or Ethnic Origin	4
Skin Colour	2
Sexual Orientation	17
Sex	2
Religion	2
Race	23
Gender	25
TOTAL:	76

Misconduct complaints filed under 11.4 Maltreatment	
Bullying/Harassment/Verbal Abuse	19
Abuse of Power	5
Cyber Bullying/Threats	2
Discrimination/Slander and Defamation	1
Disrespectful Comments/Language	7
Financial Matter	2
Hate Speech	1
Threat	13
Playing Rule Violation	3
Sexual Maltreatment	5
Physical Altercation	1
Referee Conduct	1
TOTAL:	60

Provincial Champions

Three Greater Toronto Hockey League teams captured Ontario Regional Championships in April:

- **Under-13 All-Ontario ‘AAA’ Championship:** Markham Majors
- **Under-15 All-Ontario ‘AAA’ Championship:** Vaughan Kings
- **Under-18 Central Region Championship:** Toronto Jr. Canadiens

Corporate Partnerships and Marketing

Although the 2022-23 season began with an awareness of expected sponsorship gaps ahead, that offered the GTHL unique opportunities when it came time to fulfill them. Whether in the way of identifying and creating sponsorship real estate to attract new support or strengthening the alignment with current partners by furthering their involvement.

For instance, while Scotiabank’s sponsorship was set to conclude at the end of the 2022-2023 season, Gatorade’s interest in exploring additional ways to increase their engagement maintained throughout. Additionally, the GTHL remains open to exploring mutually beneficial collaboration with Hockey Canada, to enhance the marketing opportunities and synergies that exist among both.

SCOTIABANK

Early on in 2022-2023, Scotiabank had opted not to extend their sponsorship agreement beyond April 30, 2023. While this means that certain league-wide properties are therefore lacking sponsorship support in the meantime, it opens an opportunity to explore creative ways to re-strategize around the areas that their support impacted – including a helmet sticker program, Breakout Express newsletter, and the GTHL Playoffs.

TORONTO MAPLE LEAFS

The GTHL and the Toronto Maple Leafs are working on an official extension to their ongoing partnership, centred around the two organizations hosting the Platinum Cup tournament, in order to support it running through the 2025-26 season (at minimum). The annual co-hosted event is open to Under-11 ‘A,’ ‘AA,’ and ‘AAA’ teams from across Ontario and Quebec.

ONTARIO HOCKEY LEAGUE

The OHL Cup continues to maintain its status as one of the most anticipated annual tournaments among the U16 ‘AAA’ category, which only helps strengthen the partnership between the OHL and GTHL. Both parties are currently finalizing their renewal agreement, ensuring elevated clarity and efficiency when planning future events, which will support running the OHL Cup through at least 2026-27.

PRO HOCKEY LIFE

As alluded to in the GTHL’s 2022 Annual Report, the GTHL and Pro Hockey life entered a partnership renewal that runs the duration of 2022-2023 to 2024-2025. Pro Hockey Life’s sponsorship centres around supporting the Pro Hockey Life Cup, which is awarded to the GTHL’s regular season champions. The deal also includes product allowance and exclusive discounts for GTHL Members.



GATORADE

Gatorade not only maintained its category exclusivity as “The Official Sports Drink of the GTHL” through the second of their current four-year agreement in 2022-2023, but they also took on an increased role in supporting the League in various capacities. The additions of sponsorship support included the 2023 GTHL Playoffs and Silver Sponsorship of the 2023 Legacy Classic. Entering the 2023-2024 season, Gatorade is the title sponsor of the GTHL Top Prospects Game, I Play in The G Festival, and U18 All-Star Festival.

NEW SPONSORS / SPONSORSHIPS

Amid the need for longer-term corporate sponsorships, the GTHL was able to attain support in ways that complemented their efforts in that respect. Such as with Pokko’s sponsorship of February 2023’s Development Day, CCM providing in-kind apparel to outfit the 2023 GTHL Top Prospects, and Pizzaville stepping up to enhance the 2022-2023 Pro Hockey Life Cup celebration for all regular season winners.

Beyond addressing respective gaps in sponsorship, including attracting support for newly created events, the League continues to explore additional ways to leverage its digital reach while also identifying department needs not traditionally sponsored.

Heading into the 2023-2024 season, with a full year ahead to plan and prepare, there is an increased focus toward both fulfilling necessary partnership opportunities and innovating around League assets to further such exploration.

50/50 FUNDRAISING

Following the limited success achieved throughout the Catch the Ace lottery, the GTHL shifted their contest-related fundraising efforts toward one more traditionally leveraged in hockey — 50/50. With Ascend Fundraising Solution’s support, executing both online and onsite, a 50/50 contest was in place for the 2023 OHL Cup. The winner took home nearly \$900; however, expectations were higher. The League will work to carry that momentum forward, planning and strategizing around the fundraising impact that successful 50/50 contests can achieve.





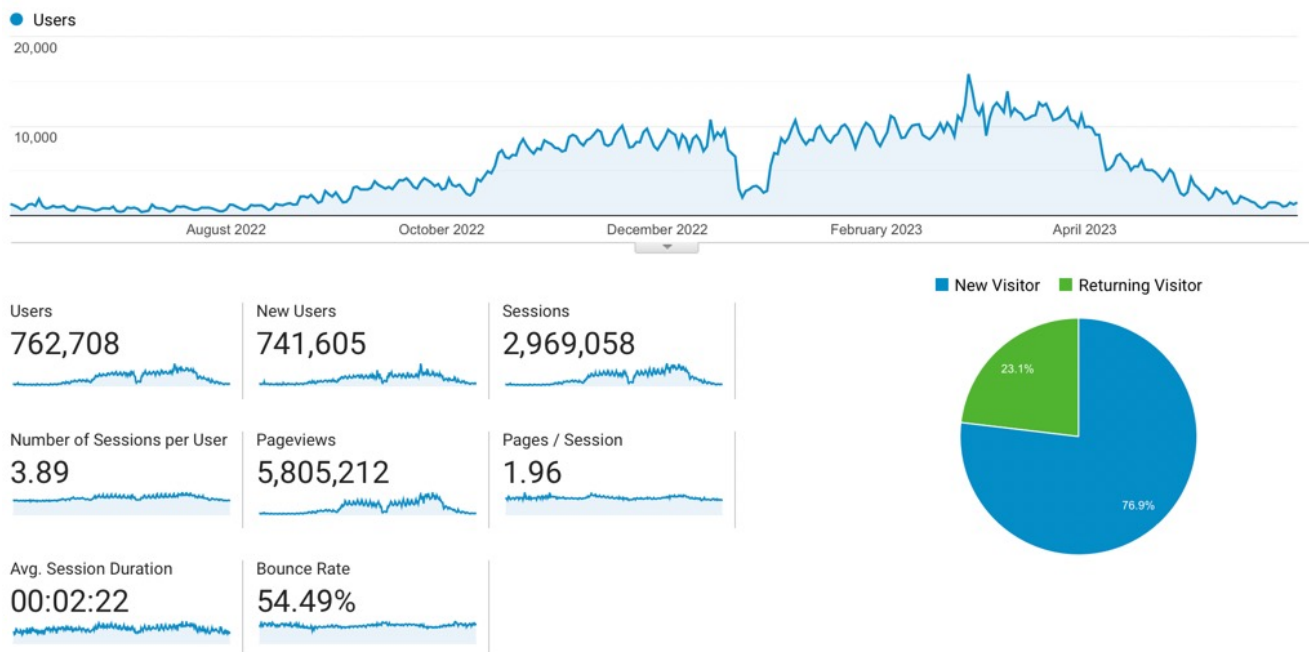
Communications

The 2022-23 season saw another significant growth and development across all the GTHL’s platforms and communication branches. The season included the new Start Hockey campaign, the first ever GTHL Media Day, the continued success of Reel Recaps and growth on TikTok, as well as the expanded coverage of its playoffs and championships. Additionally, the League continued to use modern technology such as video conferencing to complete interviews and create content.

The GTHL is especially proud, however, of the level of engagement maintained and additionally developed this past season with its membership, participants, alumni, and the larger audience of the League. Moreover, the GTHL once again went into the 2022-23 season with an extensive communications plan that focused on a wide range of diversity and inclusion efforts, ensuring platforms highlighted several holidays, recognition months, alumni engagement initiatives, and more.

Website (June 1, 2021 – May 31, 2022)

- 5,998,665 + page views (an increase of 5,101,940 from 2020-21)
- 718,616 users (an increase of 464,408 from 2020-21)
 - 76.9% of users were new users in 2021-22





Breakout Magazine

- 1 issue (October 25, 2022)
- Delivered to an audience of over 18,000 directly

Breakout Express Email Newsletter

- 8 issues (September 2022 – May 2023)
- Average open rate of 57.6% (increase of 2% from 2021-22)
- Delivered to over 15,800 subscribers per issue

Development Newsletter

- 12 issues (June 2022 – May 2023)
- Delivered to over 2,500 subscribers (an increase of over 500 from 2021-22)
- Average open rate of 59.33% (increase of 2% from 2021-22)
- Five issues had over 60% open rate

GTHL Social Media

- **Twitter:** 12.3K followers (an increase of over 3,000 followers from 2021-22)
- **Facebook:** 3,452 likes (an increase of 140 from 2021-22) and 4,150 followers (an increase of 300 from 2021-22)
- **Instagram:** 22.1K+ followers (an increase of over 3,000 followers from 2021-22)
- **TikTok:** 16.9K followers (an increase of over 2.2K followers from 2021-22) and 302.4K likes (an increase of over 51.9K likes from 2021-22)
 - This included four videos with over 60K views, including one surpassing the 221,700-view mark.
- The GTHL continues to grow its presence on LinkedIn, seeing an organic increase of 775 followers since June 2022. Posting a total of 205 posts through the 2022-23 season, the League's LinkedIn had 5,295 reactions to its content on LinkedIn.
 - Total followers: 2,503
- The GTHL introduced a **Twitch** channel in March 2022. Twitch allowed the League to modernize its OHL Cup Selection Show, and as a result, had over 600 viewers. The channel itself, through one event, has 209 followers.

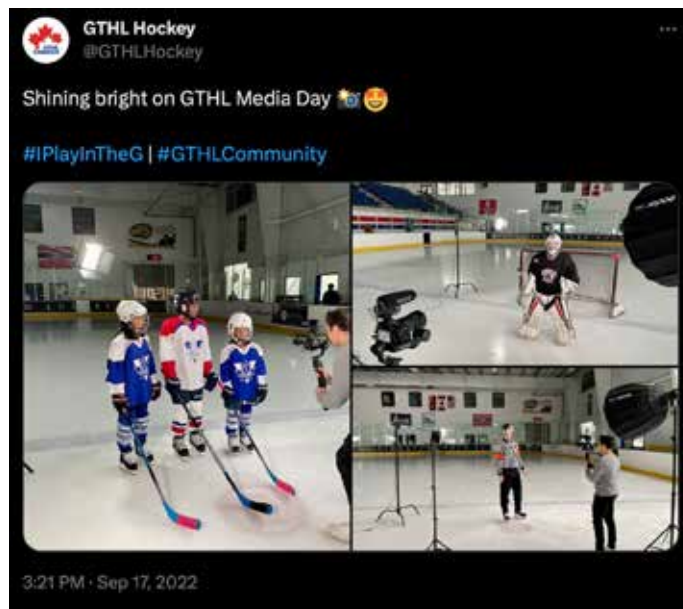
SOCIAL CAMPAIGNS & NOTABLES

Start Hockey Campaign – August 2022

The GTHL soft-launched its Start Hockey campaign mid-summer ahead of the 2022-2023 season. The Start Hockey campaign strives to provide players and families who may be considering hockey with the opportunity to connect with their local minor hockey association. Families can fill out the form on GTHLCanada.com and the League’s Outreach team connects them with the closest hockey association for more information on getting started in the game.

GTHL Media Day – September 17, 2022

The GTHL held its first Media Day prior to the 2022-23 season, inviting players spanning all age groups and skill levels (house league to ‘AAA’). The day included two hours of photos and videos to gather various elements of content for the upcoming season and beyond. GTHL officials were also invited, giving the League the opportunity to produce new content – including a new marketing video – with the purpose of attracting more officials for the game.



National Coaches Week – September 2022

With footage from the GTHL’s Media Day, the League put together a video for National Coaches Week, featuring several players sharing a brief message of thanks to their coaches. The video was well received on all platforms, including over 6,000 views on Instagram.

Alumni Alerts: GTHL Alumni in the OHL and NHL – September – December 2022

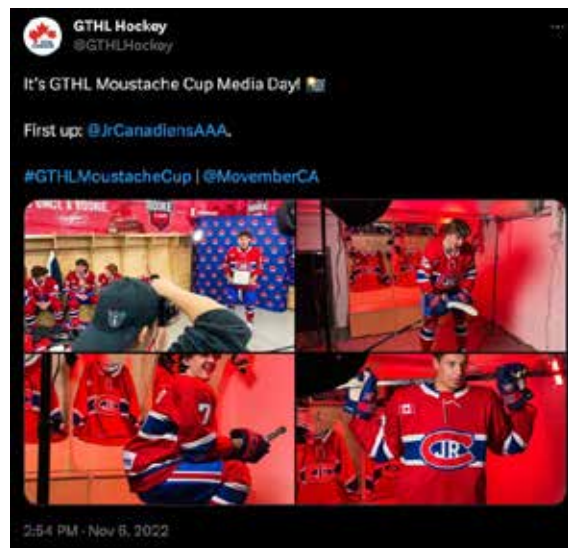
New this season, the GTHL engaged with Ontario Hockey League and National Hockey League teams to get photos of alumni on their rosters, including the Stanley Cup finalists Florida Panthers. The initiative brought in seven posts that hit over 6,000 impressions each on Instagram. The League looks to build upon this initiative for the upcoming season.

World Girls' Ice Hockey Weekend – October 8-10, 2022

For the 11th annual World Girls' Ice Hockey Weekend, the GTHL put the spotlight on girls in the league. The posts celebrated everything girls bring to the GTHL and the game of hockey.

Moustache Cup – November 2022

Several components of the inaugural Moustache Cup between the U16 Toronto Marlboros and the Toronto Jr. Canadiens were amplified through the GTHL's communication efforts. For over a month, the fundraising challenge between the two teams continued to gain traction through the fundraising count updates on the League's social platforms, receiving significant engagement for the event. The Moustache Cup also included a mini-media day for both teams. With the GTHL's leadership and direction, Toronto Metropolitan University students gathered footage and content for the event's game day presentation.



Gatorade Team of the Month & Year – October 2022 – March 2023

The GTHL was proud to partner with Gatorade once again for the Gatorade Team of the Month and Team of the Year program. Every week U14, U15, U16, and U18 'A,' 'AA,' and 'AAA' teams had the opportunity to be nominated for the Gatorade Team of the Week. The Team of the Week was recognized on all social platforms, with the first week of every month selecting the Gatorade Team of the Month from the weekly nominations.

PlayStation Platinum Cup Tournament – November 25-27, 2022

- The GTHL used social media as a significant part of the League's PlayStation Platinum Cup tournament, engaging players in photos, videos, and covering the tournament from round robin play to the final game. The tournament also featured TikToks, including one that engaged alumni of the League such as Michael Bunting and current U11 Don Mill Flyers players (over 61.2K views), and Reel Recaps of each day.
- With the support of Maple Leafs Sports & Entertainment, the tournament also highlighted the Silent Auction donation in support of ALS with a FaceTime call to Darryl Sittler following the news of former Leafs captain, Borje Salming. On Instagram, the video of the conversation received over 10,000 views, reaching over 9,852 different users.

#MeetTheProspects fuelled by Gatorade – January 2022

- Ahead of the 2023 GTHL Top Prospects Game fuelled by Gatorade, the League brought back its #MeetTheProspects content, introducing and engaging each of the event’s players. The videos included short introductions from every player and were posted in the weeks leading up to the game. The average views on Instagram across all videos was 15,414, with the highest viewership coming in at 19,110.
- Top Prospects content ahead of the game featured additional content, including a “This or That” themed TikTok video. The video was the highest viewed of the season, receiving over 221.7K views on the platform.

GTHL Top Prospects Game fuelled by Gatorade – January 2022

Adding to the live updates, photos, and video clips shared across all platforms during and following the GTHL Top Prospects Game, the League expanded its content for the event to include a mic’ed up video of celebrity coach Wendel Clark (over 14,000 plays on Instagram) and the best goal of the game social contest (over 17,000 plays on Instagram).

GTHL Under-18 All-Stars – January 27-28, 2023

Ahead of the League’s U18 All-Star Festival, the GTHL once again highlighted all ‘AAA,’ ‘AA,’ and ‘A’ players in a graduate-style post complete with graphics. All material was shared on social media leading up to the games. The GTHL also provided live updates during the U18 games with pictures and video clips. Game recaps for each contest were also posted on the League’s website.

GTHL Under-18 All-Stars – January 27-28, 2023

- The GTHL celebrated its regular season champions, awarding individual trophies for team photos and position-specific photos. The celebration also included the selfie corner once again this season, making for great photos that performed well on all social platforms.
- The League also reintroduced social recaps following the Pro Hockey Life Cup celebrations with several winners, teams, and clubs taking to social media to celebrate and share the accomplishment.



OHL Cup – March 28 – April 3, 2023

- The GTHL's social platforms were widely active throughout the 2023 OHL Cup, beginning with a live Selection Show for the Wild Card teams through to the Championship Final.
- With the support of the Ontario Hockey League, the GTHL pushed out game recaps, video highlights, Instagram reels, photos, and a number of TikToks engaging players of the tournament. One of the most popular Instagram Reels was the GTHL's OHL Cup launch video, bringing in over 18,500 views.
- For the OHL Cup Final, the GTHL posted pregame interviews, photos, and provided live game updates. The championship photo posted immediately following the end of the game received over 12,100 impressions on Twitter.



GTHL Competitive and House League Championships – April 2023

- New for the 2022-23 season, the GTHL expanded its playoff and championship coverage on its platforms, recognizing every champion across all 'A,' 'AA,' and 'AAA' age groups with a championship photo and a highlight reel.
- The championship photos and highlight reels performed extremely well across all platforms, with the highlight reels further driving viewership to the League's YouTube channel. The championship coverage was the most engaged with throughout the 2022-23 season on Twitter, Facebook, LinkedIn, Instagram, and YouTube.
- The GTHL also collaborated with House League members, recognizing house league champions on the League's social platforms.



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