Relax, it's just a game Campaign

Hockey Canada PSA Campaign Synopsis

Together outside of the hockey arena, Hockey Canada and USA Hockey have partnered for the 2003-2004 hockey season by launching a new series of integrated public service announcements under the banner of "Relax, it's just a game".

The North American public service campaign "Relax, it's just a game" was designed to raise awareness and promote discussion about the continuing problem posed by adults (parents, coaches and fans), who put too much pressure on young players involved in amateur hockey and other sports. Instead of focusing on the role-reversal of parents and children, the new campaign focuses more on how ridiculous some parents sound when they pressure their children at play.

2003/2004 Campaign

Television PSA

"Hide & go seek"
Download MPG Movie

"Pin the tail on the donkey"
Download MPG Movie

"Potato Bag Race"
Download MPG Movie

Print PSA

"Angry Father"
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"Angry Mother"
Download low-res
Download hi-res

"Dad Fight"
Download low-res
Download hi-res

Radio PSA

Radio Ad- Mayhem. Download

Thank You's

Hockey Canada Thank You List

Hockey Canada would like to thank the following people and companies that dedicated their time, energy and support to the game of hockey in Canada. By volunteering their expertise and services, the following people made the "Relax, it's just a game" campaign possible. Thank you for your support.

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