

## **HOWE FOUNDATION JOINS HOCKEY DAY IN HOUSTON WITH MATCHING DONATION OF \$25,000 BENEFITTING LOCAL HOCKEY COMMUNITY**

*HOWE FAMILY'S STRONG TIES TO HOUSTON ENCOURAGED DONATION AND ATTENDANCE AT 2025 EVENT*

HOUSTON, TX – The Howe Foundation ([www.howefoundation.com](http://www.howefoundation.com)) has partnered with Hockey Day in Houston ([www.hockeydayinhouston.com](http://www.hockeydayinhouston.com)) with a commitment of \$25,000 in matching donations to the 2025 event to support the local Houston hockey community. The second annual Hockey Day in Houston is slated for Saturday, March 15, 2025 at Saint Arnold Brewery.

All donations and sponsorships for Hockey Day in Houston that are made prior to December 31, 2024 will be matched up to \$25,000 by The Howe Foundation. This pledge marks the largest contribution to Hockey Day in Houston since its debut in February 2024.

Hockey, Houston, and hockey *in* Houston run deep in the Howe family. Coming out of retirement from a Hall of Fame career in the NHL, Gordie Howe joined sons Marty and Mark in Houston to play together for the World Hockey Association (WHA) Houston Aeros, winning the Avco Cup (WHA Championship) together in 1974 and 1975. In addition to being WHA champions, Marty and Mark are both WHA Hall of Fame members. Mark is also a Hockey Hall of Famer, a US Hockey Hall of Famer, and USA Olympic silver medalist.

The Howe Foundation was established to honor Gordie “Mr. Hockey” Howe and Colleen “Mrs. Hockey” Howe with a mission to encourage children’s participation in sports and supporting women in the business of sports.

Hockey Day in Houston is devoted to showcasing ice hockey and the local hockey organizations that make the sport happen in Houston. The commitment from sponsors and donors, including The Howe Foundation, will directly impact local hockey organizations and causes, such as the Hockey Day in Houston scholarship; local hockey teams, including boys’ and girls’ youth, high school and college; and hockey charities.

In addition to supporting Hockey Day in Houston with the donation match, Marty and Mark have also confirmed their attendance at the 2025 Hockey Day in Houston event. Also attending the event in March is their former Aeros teammate and NHL alumnus, Ron Grahame, and Ron’s wife, Charlotte, an executive with the Colorado Avalanche. Ron won the Gordie Howe WHA Playoff MVP trophy during the Aeros’ 1975 Avco Cup Championship. Charlotte Grahame’s name is on the Stanley Cup as an executive during the Colorado Avalanche’s 2000-01 season.

“Playing in Houston with my brother and dad were some of my favorite memories. I’m excited to come back to the city and to celebrate ice hockey with the hockey community at Saint Arnold Brewery in March,” said Marty Howe.

“Houston has been a huge part of our family’s history, and I love that we’re able to support hockey in the city through The Howe Foundation’s match. We played in a city that rallied behind our hockey club in the ‘70s and I know Houston can support the hockey community again through the 2025 Hockey Day in Houston event,” said Mark Howe.

“We are overwhelmed by the generosity and support of the Howe family to make an impact on hockey organizations across Houston. H-town was once ‘Howe Town’ and now the legacy of Gordie, Colleen, Marty, and Mark will be forever entrenched in the Houston hockey community and show why Houston is a Hockey Town,” said Hockey Day in Houston organizers.

Businesses and individuals looking to support the event through sponsorships or donations can find more information on [Hockey Day in Houston’s official website](#). The event is spearheaded by a committee of volunteers who are deeply involved in the Houston hockey community and who are passionate about both the sport and its growth in Houston.

#### About Hockey Day in Houston

Hockey Day in Houston was created to showcase ice hockey in Houston and celebrate Houston as a “Hockey Town.” The inaugural event was held in 2024 with more than 4,000 hockey lovers in attendance. The event’s goal is to bring the city together for Houston’s largest hockey watch party, while also highlighting local ice and roller rinks, youth and high school teams, adult leagues, and hockey related businesses and charities. With a focus on growing the sport in Houston, Hockey Day in Houston aims to provide information to allow children and adults to become more involved in the Houston hockey community and events. The event is led by the Hockey Players in Business Houston Chapter, along with volunteers who are passionate about both hockey and the city of Houston.

#### About The Howe Foundation

The Howe Foundation is dedicated to sharing the life-long passion for sports with everyone, focusing on two core missions:

**Kids First:** Guided by the legacy of Mr. Hockey®, Gordie Howe, the Howe Foundation strives to help kids participate in sports, from taking their first skates or kicks to competing internationally and attending top-tier schools—regardless of whether they pursue a professional path.

**Women in the Business of Sports:** In honor of Mrs. Hockey®, Colleen Howe, the Foundation empowers women to advance in the sports industry through education, experience, and a supportive network, fostering growth and leadership.

At the Howe Foundation, we believe that sports and the business of sports can shape lives and inspire generations, helping all involved carry forward values that endure.

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