Bryan Trottier Project Launches Gift of Hockey Campaign to Bring the Game to More Schools

Bryan Trottier, Mike Bonelli Hockey Solutions, and HeroPicks invite communities to help put hockey equipment in students' hands.



PITTSBURGH, PA, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- The Bryan Trottier Project is launching the Gift of Hockey, a fundraising campaign to bring hockey equipment and experiences to schools and communities across the United States and Canada. Mike Bonelli Hockey Solutions provides the equipment, while HeroPicks is helping schools, teams, and organizations rally support through the campaign.

Gift of Hockey gives participating schools a goal they can work toward with their own communities. A school that raises $2,500 will receive a branded hockey equipment set. A school that raises $25,000 or more will receive a "Day with a Legend" experience with Bryan Trottier. The campaign will also recognize a winning school with a hockey camp and a visit from Trottier to deliver equipment.

Supporters can also donate without choosing a particular school. Those donations, along with funds raised beyond participating schools' equipment and experience milestones, will help provide hockey equipment to additional schools and communities.

The equipment will help schools introduce students to hockey through games such as floorball, which can be played without ice. Organizers hope the first chance to pick up a stick will lead more young people to discover the friendships, teamwork, and confidence that can come from playing.

"Hockey gave me friendships, confidence, and opportunities I never could have imagined as a kid," said Trottier. "Every child deserves a chance to experience that feeling of belonging. Helping put equipment into schools, Gift of Hockey Kits can give more kids their first opportunity to pick up a stick and play."

Schools and organizations can join as individual fundraisers, while businesses, hockey teams, players, and fans can contribute or sponsor the effort.

“We want to make it easier for schools to introduce kids to the game,” said Bonelli. “When the equipment is there and a whole community gets behind a school, more students get the chance to play.”

HeroPicks will give participating groups a way to share their fundraisers and invite others to support them. The project will add prizes and experiences from hockey supporters as the campaign grows. Supporters can also take part in HeroPicks’ five-question prediction game for the January 26 Islanders at Penguins matchup. The campaign features opportunities to win a signed Bryan Trottier jersey, signed books, and “I Believe In You” bracelets, with more prizes to be announced. Entry details and eligibility are available on the fundraiser page.

“Gift of Hockey gives a school something concrete to rally around,” said Ryan Beckmann, founder of HeroPicks. “We want more kids to have the chance to pick up a stick, play with their classmates, and discover what this game can mean to them.”

The campaign runs through January 26, 2027. Schools, sponsors, and supporters can learn more or get involved through the Bryan Trottier Project fundraiser.

Campaign details

Campaign: The Bryan Trottier Project: Gift of Hockey
Equipment provider: Mike Bonelli Hockey Solutions
Who can participate: Schools, teams, organizations, individuals, and sponsors
School milestone: Raise $2,500 for a branded hockey equipment set
Experience milestone: Raise $25,000 or more for a Day with a Legend with Bryan Trottier
Campaign ends: January 26, 2027
Fundraiser: https://heropicks.org/party/the-bryan-trottier-project

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