



# News Release

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FOR IMMEDIATE RELEASE

## PHPA Announces Partnership with Kamatovic Orthodontics' Strata-Guard Pink

(Niagara Falls, ON) The Professional Hockey Players' Association (PHPA) is pleased to announce a new partnership with Kamatovic Orthodontics, an Orthodontist office located in Niagara Falls, Ontario, Canada, to help build cancer awareness through the promotion of the Strata-Guard Pink Mouthguard.

"Kamatovic Orthodontics is proud to offer the "Strata-Guard Pink" as our first mouthguard specifically designed to increase cancer awareness," said **Dr. Mike Kamatovic, Orthodontist**. "Building on our history of community service with this mouthguard program, we are proud to have the support of both the Canadian Cancer Society and the Professional Hockey Players' Association in this endeavour to Think Strata-Guard Pink."

Kamatovic Orthodontics organizes the Niagara Peninsula Sports Mouthguard program in a cooperative effort with many dentists across the Niagara Peninsula. The mandate of this program is to provide professionally made custom mouthguards at an affordable cost to people all across the Niagara region.

\$10 from the sale of every Strata-Guard Pink mouthguard will be donated to the Canadian Cancer Society to support life saving research that will benefit citizens affected by cancer.

"The Niagara Unit of the Canadian Cancer Society is excited to partner with Kamatovic Orthodontics on the Strata-Guard Pink program. The partnership with the PHPA and the dental community is a great fit with the mission of the Canadian Cancer Society. Dental health has been linked to cancer prevention. Early detection and physical activities like hockey are important aspects of living a healthy lifestyle that help reduce the risk of developing cancer," added **Angela Daley, Manager of the Canadian Cancer Society, Niagara Unit**.

"On behalf of our entire Membership, the Professional Hockey Players' Association is proud to support Kamatovic Orthodontics with this initiative to promote cancer awareness," said **PHPA Executive Director, Larry Landon**. "Wearing a pink mouthguard is a fantastic way for athletes to be able to demonstrate their support of cancer research and to pay tribute to loved ones who have been affected by the disease. Cancer awareness programs have been fully embraced by the hockey community, and I am confident this initiative will lead to heightened awareness in the Niagara region."

For more information on this program, including order instructions for the Strata-Guard Pink, please visit [www.kamatovicortho.com](http://www.kamatovicortho.com).

-[www.PHPA.com](http://www.PHPA.com)-

### ***About the PHPA***

Since its inception in 1967, the Professional Hockey Players' Association (PHPA) has continued to serve as an advocate of player interests. Currently, the PHPA is the certified, U.S. National Labor Relations Board collective bargaining representative for over 1,500 players across 64 teams throughout the American Hockey League, ECHL, and Central Hockey League.