

Emily Thompson is a dedicated and ambitious 12-year-old girl who lives in a small suburban town in Ontario, Canada. From a young age, she has been passionate about hockey, inspired by her older brother who plays competitively in the Ontario Hockey League. Emily's love for the sport was ignited when she first stepped onto the ice at the age of five, and since then, she has been devoted to honing her skills and chasing her dream of playing at the highest level. Emily's relationship with this project would be that she gets to be a fan of her favorite team, collect merchandise, collectibles, attend games, and be on the franchise journey with Toronto from day one, and has a group of women to look up to and aspire to be like one day.

Sarah Baker is a 25-year-old woman living in Boston, Massachusetts. She graduated from Boston University with a degree in Marketing three years ago and has been working as a Marketing Coordinator for a medium-sized tech company since then. Sarah has always been passionate about sports, having played hockey herself in high school and college. While she no longer actively plays, she still loves the sport and finds ways to stay involved. Sarah's connection to this project is through her shared love of the game and support of her friends that play in the league. Similar to Emily, Sarah gets to be a benefactor of being a fan and support her friends on their career journey from the stands at the onset of the PWHL.

Jennifer Carter is a devoted mother of two young girls, aged 7 and 9, residing in Minneapolis, Minnesota. Originally from a small town in Minnesota, Jennifer moved to the city after completing her education to pursue her teaching career. She is passionate about education and loves working with children, finding joy in helping them learn and grow. Jennifer's commitment to her family is unwavering, and she strives to create memorable experiences for her daughters while balancing her responsibilities as a teacher. Jennifer reacts to this project because of her thoughts on hockey being more than a sport in Minnesota. As you'll read, Jen sees hockey as a culture in Minnesota, and has seen how it can bring people together, something she wants her daughters to experience from a young age as well as show them it is possible to be a professional hockey player as a female, similar to what Emily experiences.



## **Emily Thompson, 12**

### **Personality:**

Emily is fiercely determined and resilient, with an unwavering commitment to her goals. She approaches challenges with a positive attitude and an eagerness to learn and improve. Despite her young age, she possesses a strong sense of discipline and work ethic, dedicating countless hours to training both on and off the ice. Emily is also a natural leader, inspiring her teammates with her enthusiasm and motivating them to push their limits.

### **Interests:**

Aside from hockey, Emily enjoys spending time outdoors, whether it's going for hikes with her family or playing street hockey with friends in the neighborhood. She also has a creative side, often expressing herself through drawing and painting, finding solace and inspiration in art. Emily is an avid reader and enjoys delving into books about hockey legends and inspirational stories of perseverance and triumph.

### **Aspirations:**

Emily's ultimate dream is to play in the Professional Women's Hockey League (PWHL). She envisions herself donning the jersey of her favorite team, the Toronto Furries, and competing against the best players in the world. Emily is determined to work hard and make sacrifices to achieve her dream, knowing that the journey will be challenging but believing wholeheartedly in her ability to succeed.

### **Challenges:**

Despite her talent and dedication, Emily faces several challenges on her path to the PWHL. As a young girl in a predominantly male-dominated sport, she often encounters skepticism and doubt from others who question her ability to compete at a high level. Additionally, balancing schoolwork, training, and social life can be demanding, requiring careful time management and prioritization. However, Emily views these challenges as opportunities for growth and remains undeterred in her pursuit of her hockey dreams.



**Sarah Baker, 25**

**Interests and Hobbies:**

One of Sarah's favorite pastimes is watching hockey games, particularly those played by her friends in the Professional Women's Hockey League (PWHL). She enjoys cheering them on from the stands, feeling a sense of camaraderie and pride as she watches their skills and teamwork on display. Sarah also follows professional hockey closely, supporting her local teams, PWHL Boston and the Boston Bruins, and keeping up with news and updates. Apart from hockey, Sarah enjoys staying active by going for runs in local parks and attending fitness classes. She's also an avid reader, with a particular interest in fiction and leadership.

**Personality Traits:**

Sarah is outgoing, sociable, and fiercely loyal to her friends and family. She has a positive outlook on life and enjoys being surrounded by like-minded individuals who share her enthusiasm for sports and outdoor activities. Sarah is also driven and ambitious, always seeking opportunities for personal and professional growth in her career. Despite her busy schedule, she values work-life balance and makes time for activities that bring her joy and fulfillment. Sarah is open-minded and adaptable, willing to try new things and step out of her comfort zone to expand her horizons.

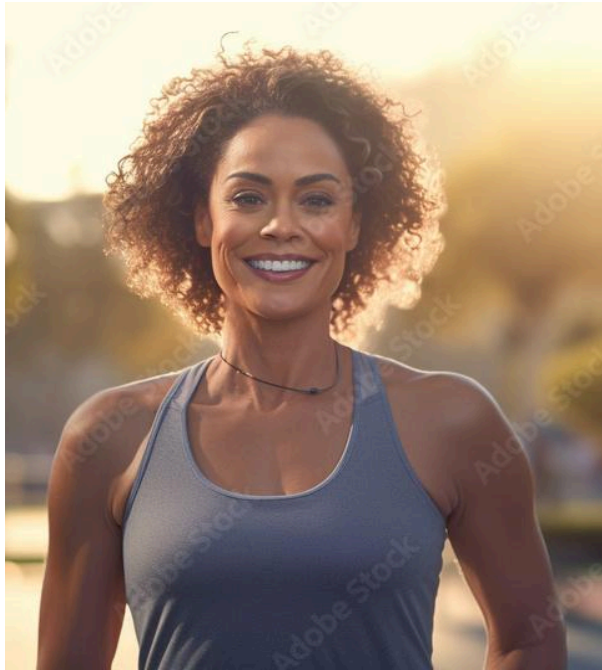
**Goals and Motivations:**

In her personal life, Sarah's primary goal is to maintain strong relationships with her friends and family while pursuing her passions and interests. She aims to stay connected with her hockey community, supporting her friends in their athletic endeavors and celebrating their successes both on and off the ice. Professionally, Sarah is committed to advancing her career in marketing and aspires to take on more leadership roles within her company. She's passionate about making a positive impact through her work and contributing to the success of her team and organization.

**Challenges and Pain Points:**

Despite her love for hockey and sports, Sarah sometimes struggles to find the time to attend games and stay active amidst her busy work schedule. Balancing her professional responsibilities with her personal interests can be challenging at times, leading to moments of stress and

overwhelm. Additionally, Sarah occasionally faces pressure to excel in her career and meet expectations both at work and in her personal life, which can sometimes feel daunting. However, she remains resilient and resourceful, seeking support from her friends, family, and colleagues when needed.



## **Jennifer Carter, 45**

### **Interests and Hobbies:**

Jennifer has always had a love for sports, particularly hockey, which is deeply ingrained in Minnesota's culture. She grew up watching hockey games with her family and developed a strong attachment to the sport. Now, as a mother, Jennifer enjoys sharing her passion for hockey with her daughters, taking them to watch live games at the Xcel Energy Center. She finds joy in seeing the excitement on their faces as they cheer for their favorite team and bond over their shared love of the sport. In her free time, Jennifer enjoys reading, gardening, and exploring the outdoors with her family.

### **Personality Traits:**

Jennifer is compassionate, nurturing, and patient, both in her role as a mother and as a teacher. She has a natural ability to connect with children and create a supportive and nurturing environment where they feel valued and encouraged to express themselves. Jennifer is organized and detail-oriented, adept at managing her family's schedule and juggling multiple responsibilities with ease. She is optimistic, with a positive outlook on life, and believes in the power of teamwork and perseverance.

### **Goals and Motivations:**

As a mother, Jennifer's primary goal is to provide her daughters with a happy, healthy, and fulfilling childhood filled with love, laughter, and meaningful experiences. She is committed to nurturing their interests and talents, supporting them in their academic and extracurricular pursuits, and instilling important values such as kindness, empathy, and resilience. Jennifer is passionate about creating lasting memories with her family and cherishes the time they spend together, whether it's attending hockey games, exploring nature, or simply enjoying each other's company at home.

### **Challenges and Pain Points:**

Despite her best efforts, Jennifer sometimes struggles to balance her demanding career as a teacher with her responsibilities as a mother. She often finds herself torn between her dedication to her students and her desire to be present for her daughters, especially during busy school weeks or when unexpected challenges arise. Jennifer also faces financial constraints at times, as

she navigates the costs associated with raising a family and providing her daughters with enriching experiences like attending hockey games.

**How She Relates to Hockey:**

Hockey holds a special place in Jennifer's heart as it represents cherished memories of her own childhood and serves as a source of pride for her community. She sees hockey as more than just a sport – it's a cultural tradition that brings people together and fosters a sense of camaraderie and belonging. Jennifer takes great joy in sharing her passion for hockey with her daughters, passing down the same love and appreciation for the game that she received from her own family. Going to hockey games with her girls allows Jennifer to relive her own childhood experiences while creating new memories and strengthening their bond as a family.