

## NEWS & EVENTS:



# Hockey Fundraiser

by Gregory Pfeiffer

**H**ow do you raise money when you can't even play hockey?

The group of senior ice hockey players, dubbed the "Ol' Geezers" (age 50 years to 70+) were set to play their 8th Annual Summer Classic charity hockey game at CC's Honnen ice rink this summer. If they raised \$7000, they would top a whopping \$50,000 total for the eight years of their support of the Multiple Sclerosis Alliance of Southern Colorado – a local agency helping families cope with the terrible affects of a disease that is 6 times more prevalent on the Front Range, than the national average.

Then Covid-19 began shutting everything down, including the rink that has provided free ice time in June to the Geezers' event for the past eight years. Greg Pfeiffer and his wife Nikki (MSA Executive Director) thought they would have to wait until next year to hit their goal of \$50K.

But, they began to hear of charity events turning into virtual events, and went online to help save the Geezer's game. As Nikki and her staff were already converting support, exercise, yoga and other group meetings to Zoom, they turned the social aspect of the game into a virtual "Happy Hour", put their silent auction onto their own auction platform, and had a drive by deliver day of gift bags and auction prizes. No hockey action, but almost as social.

And, of course, the Geezers stepped up and contributed \$7300, reaching their \$50K, eight-year goal for the MS Alliance. The money could not have come at a better time, as the agency has become busier than ever, helping clients cope with MS, and all the hassles of quarantining and distancing during the pandemic. Food, shelter, medical and housing support, and more have made their mission that much more important. Thanks to the Geezers, MSA can continue the help they provide to clients, during this very difficult time. 🦋

*Players/contributors to the Ol' Geezers Summer Classic hockey game pose for a post-game 2017 photo.*

