

MWF News and Updates

November 2024



PRESIDENT'S MESSAGE

Dear MWF Players & Families,

It's been an exciting start to a new hockey season! We are thrilled to have each of you with us, whether you are returning or joining Metro West Force for the first time.

It has been very rewarding to see our players hit the ice with our new jerseys and to see the many smiles on and off the ice as the players get to know their new teammates.

A huge thank you to the many volunteers who are stepping up to coach and manage our teams - it truly takes a village to ensure we provide inclusive and memorable player experiences.

We will continue with our monthly newsletters throughout the season and we will host a mid-season virtual update in January to keep parents up to date.

We look forward to seeing the incredible commitment, growth and teamwork that this season will bring!

Angela Lewis

MWF President

EVALUATION SURVEY

Thank you to everyone for completing the recent Evaluation survey. Your feedback is appreciated as we strive to make each season better. Survey results will be presented to the Board and will be reviewed to ensure we bring forth improvements every year.

DEVELOPMENT SESSIONS

Development sessions are now underway, and will be held every Wednesday night. All teams who have development sessions in addition to their regular scheduled practices should have received an email from MWF by now with their schedule for the season. This would have been released to your Team Staff (Coaches and Managers) and they would update your TeamSnap schedule to reflect these sessions. Each team participates in 8 shared sessions (2 teams per session) and sessions are scheduled throughout the season.

There are some MWF teams that will have development sessions with our Technical Director as part of their regular practices. These sessions will be arranged with each individual team.

GOALIE DEVELOPMENT

Goalie development sessions started Wednesday, October 16 with our U11 and U13 Goalies. The U11/U13 Goalies and U15/U18 Goalies will be on a rotating schedule. We are excited to announce that Karin Wallace has taken on our Goalie Coordinator position and she has been working diligently with our Goalie Coach, Rob Daye, and all our Goalie families to do our best to create a successful Goalie Development Program.

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TEAM NAMES

Metro West Force's recent rebrand not only introduced a new logo and updated uniforms but also provided an opportunity to rethink our approach to how teams are named and represented. This simplified strategy aims to enhance brand cohesion across the board.

In 2022, MWF began aligning team names with a unified "Force" theme, moving away from a team-chosen approach. However, as teams leaned into the Force names and adopted individualized logos, the association's identity became secondary.

The recent rebranding provided an opportunity to take a "Force-first" approach: all teams are now named under the Metro West Force umbrella, with divisions and levels distinguished by our consistent colour palette—red, blue, and white and paired with the MWF logo. This unified visual identity minimizes the need for distinct logos and instead promotes brand cohesion making the Metro West Force brand instantly recognizable.

Similar strategies have been effective for other associations, such as Cape Breton Blizzards, Fundy Highland Stars, QC Whitecaps and Halifax Hawks, showcasing the benefits of a streamlined, association-centered identity.

JERSEY COLOURS (HOME AND AWAY)

A recent decision has been made to wear dark jerseys (red) for home games and light jerseys (white) for away games moving forward. This decision was made by Hockey Nova Scotia's Female Council, in collaboration with the Female Hockey Associations, to bring consistency across all levels of play in Nova Scotia.

Please encourage your players to always bring both jerseys to all games as changes may be required at times.

COMMUNITY INITIATIVES - DECEMBER TEAM CHALLENGE

We'll be initiating a December Team Challenge to all MWF teams! Our Hockey for Life team will be providing more details in the coming weeks - stay tuned!

If your team is participating in any community initiatives outside of the MWF challenges please be sure to let us know by sending us an email at admin@metrowestforce.com with your team name, your event and a picture. We love hearing about socially responsible team events and sharing them!

GEAR SWAP GROUP

MWF is excited to announce that we have a MWF Gear Buy/Sell/Trade Facebook page now for MWF Members only. Be sure to look for it: [MWF Gear Buy, Sell and Trade](#)

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CONGRATULATIONS!

Tournament season is upon us! Congratulations to all our MWF teams for their efforts at the Sobey's Cup and Fall Freeze!

Congrats to U15AAA Red for bringing home the Gold at the Sobey's Cup.

Congrats to U18AA Red, U11AA Blue and U11A White for bringing home the Gold at the Fall Freeze.

