

This is the story of a group of guys from Sherwood Park, Alberta. A group of guys with a huge passion for hockey -- a passion that has played out every Boxing Day for the past 20 years in an annual shinny game.

But more, this is the story of Brody, the guy who's the reason this tradition has lasted so long -- the heart and soul of this group -- who now sees the end of his skating days drawing near. You see, despite being an avid athlete his entire life, Brody has been living with Multiple Sclerosis that is becoming increasingly debilitating. This year, he really struggled to skate. His legs are stiffening and holding him back.

Over beer after our 20th annual game, the Anything For Hockey commercial came on. We all sat silently watching -- connecting with the love of the game being played on that outdoor rink. Brody said, "If I was ever lucky enough to play on a rink like that, I'd retire my skates right there -- in a snowbank -- on top of the world." Now is that time. Our story together started almost 40 years ago, during our schooldays, when we were all involved in the game of hockey. Our dreams of greatness were played out on rinks in and around Sherwood Park, with and against each other. Years later, some played at the highest levels and some did not, but it never mattered. It was all about the guys and the game. At the end of our hockey careers as we were all getting on with our lives, Brody was key in getting us back together to reconnect and play the game we loved. And the tradition took off. There were years when we flooded lake ponds or cleared snowy ice or played through bitter cold or made sneaky side deals with rink attendants -- anything to maintain our tradition. Brody always took the lead -- organizing us, finding a rink and, yes, making sure there was cold beer. And best of all, during times of conflict between some of the guys, he'd encourage us to 'be the better guy' and 'c'mon out and play'. But things are different now. We can see that the heart and soul of this group of guys is nearing the end of his skating days. And, the time to hang up the skates is drawing near. Here's the guy that would do anything for hockey being the first of us to leave the game we love. We know that he'll still come out to the rink to be with us on Boxing Day but it won't be the same.

So, now it's time for us to do #anythingforbrody. Like's get him to that rink on top of the world to retire those skates -- so that, for one last time, we can play the game we love -- together.