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**Paul Coffey and xocial Shoot For Change and Score**

*“Shoot For Change” Is Proving To Be An Impactful Community Game Changer*

HAMILTON, ONTARIO - January 17, 2019 - xocial® (soh-shuhl) is a platform that aims to inspire and measure positive impact. It is built on the universal appeal of online ratings, the proven link between gratitude and happiness, the power of the almighty algorithm, and their hard-wired love of competition. That’s why they teamed up with one of the fiercest competitors of all time, NHL legend Paul Coffey! Together they created the “Shoot For Change” competition!

Paul has gone from defenseman to do-gooder as of late. With an assist from Canadian Tire, Booster Juice, and The World Gaming Network, the “Shoot For Change” initiative has already had a massive impact!

Hockey teams, friends, and family are signing up at shootforchange.net to complete simple, fun, and impactful challenges. **The club that has the biggest impact in their own backyard will win a donation in their name to the Jumpstart Foundation to help underprivileged youth play in their league. Along with $10,000 in individual prizes, the winning club will earn a practice with the NHL hall-of-famer himself, Paul Coffey, as well as a conditioning session with Mark Fitzgerald from the Anaheim Ducks!**

The competition is just getting started but there have already been a ton of shots taken. Just over 200 random acts of kindness so far to be exact. Kids are blowing the whistle on bullying, and donating their old gear! They are hand-making cards for Grandma, and playing the violin for their neighbors!

The “competition” is being hosted by xocial (www.xocial.com), an online community that supports and inspires the next generation of social responsibility. “Our mission is to measure and inspire acts of positive impact by issuing challenges to players in the spirit of Competitive Kindness,” says xocial CEO Colin Duetta.

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Only a few points separate the top clubs who are trading spots atop the leaderboard. With the initiative running all the way until February 28th there is still plenty of time left to make a run and “Shoot For Change.” Anyone can play and it’s free to sign up. You can learn more and join the fun now at shootforchange.net. Who knows, you might just earn your team a practice with the legend himself, Paul Coffey!

xocial® (soh-shuhl) is a platform to inspire and measure positive impact. It is built on the universal appeal of online ratings, the proven link between gratitude and happiness, the power of the almighty algorithm and our hard-wired love of competition. Brands, organizations and Individuals can use xocial to recognize day-to-day contributions in the classroom, workplace or community; create unique campaigns around a cause; and fund efforts that make a difference.

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If you would like more information about this topic, please call Dan Lewchanyn at 239-850-6211, or email me at dan@xocial.com