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## **New Leadership, New Energy: Chad Moore to Drive Airdrie Thunder's Next Chapter**

*Airdrie Techmation Thunder Welcome Chad Moore as President, Focused on Community, Culture, and Growth*

Airdrie, Alberta – The Airdrie Techmation Thunder Jr. B Hockey Club is proud to announce Chad Moore as the organization's new President, signaling a renewed commitment to community connection, culture, and growth opportunity both on and off the ice.

A familiar name within the local hockey landscape, Moore brings deep ties to the Airdrie Thunder and a vision centered on strengthening the club's role within the community while continuing to build a competitive junior hockey program in Western Canada. "This is about more than hockey," said Moore. "It's about creating something meaningful for Airdrie, where players, families, and fans feel connected to a shared purpose. This community deserves a program that reflects its energy, its pride, and its potential."

Under Moore's leadership, the Thunder will continue to uphold their guiding mission: COMMITMENT TO THE PROCESS, FOCUS ON THE DETAILS, PRIDE IN THE RESULTS. By aligning this philosophy with his own mission for the organization, emphasizing community connection, culture, and growth, Moore plans to ensure that every player, staff member, and fan understands not just what the Thunder do, but why they do it.

With a strong foundation already in place, Moore's focus will be on enhancing player development, expanding fan engagement, and reinforcing key organizational values such as teamwork, integrity, and leadership. "The culture here is something special," Moore added. "Our goal is to grow that culture and connect it to more people across Airdrie. We want every resident to know who the Thunder are and what we stand for."

From a hockey operations standpoint, the organization is placing an immediate emphasis on preparation and alignment, guided by three priorities: Attitude, Effort, and Purpose. Strengthened recruitment efforts and a unified vision across players, staff, and leadership will support the Thunder's continued evolution as a high-performing program.

Moore also highlighted the importance of representing Airdrie beyond the rink. "There's a responsibility that comes with wearing this jersey," he said. "We want to be a team this city is proud of, on the ice, in the community, and in how we carry ourselves every day."

As the Thunder look ahead to the upcoming season, the focus is clear: deliver exciting, purposeful hockey while deepening connections throughout Airdrie, guided by the principles that have always defined the organization: commitment, focus, and pride in the results.

The Thunder would also like to extend sincere gratitude to Gord Ziegler for his years of leadership, dedication, and passion while serving at the helm of the organization. Gord's commitment to building a strong foundation and fostering a deep connection within the community has left a lasting impact. We are pleased to share that Gord will continue to be an important part of the Thunder family, remaining actively involved as a member of the Board of Directors, offering his experience and guidance as we build on the momentum ahead.

