

## The Sport That Changed Everything

by Shelley Levitt



Lori Basch

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True stories of women who got fit--and found new lives

Chasing a hockey puck led to a new entrepreneurial career

At 37, eager to distract herself from the pain of her ongoing divorce, Lori Basch put on a pair of in-line skates, helmet with face guard, shoulder pads, knee pads and a girdle, and joined a co-ed hockey team. “Once you’re chasing that puck—black biscuit in hokey lingo—you forget you are even on skates,” she says. “Hockey is the ultimate equalizer because sitting on the beach with your teammates no one talks about your personal life, what you do for a living or how old you are. They only know if you play left wing or defense.”

Ten years later, Basch has turned her passion into a profitable enterprise. After playing in a local hockey tournament, she wanted a souvenir t-shirt, but there were none in women’s sizes. To fill the gap, Basch launched [Rinky](#), a hockey apparel company for female players and fans. She sponsors the Stick it to Cancer Tournament, a hockey fundraiser for breast cancer with over 70 teams of women in the U.S. and Canada, raising over \$250,000 so far. “What I love most of all,” she says, “is traveling the country as a vendor at hokey tournaments from Alaska to Maine, talking and breathing a sport that has changed my life.”