



GUY LAFLEUR AND US
50 perspectives on the athlete and the man
Steven Finn and Pierre Gince
Foreword by Wayne Gretzky

**Rediscover the fiery spirit of the Blond Demon
in the stories of those who knew him**

304 pages
April 2023
Éditions de l'Homme

“Guy! Guy! Guy!” At the Quebec Coliseum, fans shouted themselves hoarse repeating the first name of the exceptional young pee-wee player. In 1969, Guy Lafleur joined forces with the Remparts. By all accounts, Lafleur, who was already bringing crowds to their feet, possessed an extraordinary talent! In 1971, he first took to the ice with the Montreal Canadiens, his beloved team. The spectators witnessed the birth of a legend: at the Forum, all eyes were on the Blond Demon and his no-holds-barred games.

Probably the best hockey player in the world in the 1970s, Guy Lafleur was admired for his striking style. His feats during 17 seasons with the National Hockey League, notably with the Canadiens and the Nordiques, and his five Stanley Cup wins helped make him the idol of an entire country. But while the athlete was unequalled, the man was not infallible. His fans recognized themselves all the more in this imperfect man, endearing in his simplicity. And this love was mutual: for “the Flower”, respect for the public was a sacred trust. This is likely why he was seen, in the eyes of his teammates, opponents, and fans, as a natural leader.

Given this life story, who doesn't have a memory of Guy Lafleur to share? From among millions of people, 50 have been chosen to speak with the same frankness that was typical of Lafleur himself. Family, teammates, opponents, bosses, journalists, artists and friends, all share with us their first and last moments with him. Discover “their” Guy Lafleur!

Strong points

- Unpublished anecdotes attesting to the legacy left by Guy Lafleur in the world of hockey and in society.
- Fifty people tell their story, often for the first time: his mother, one of his sisters, his sons Martin and Mark, teammates, opponents, bosses, journalists, artists, and friends.
- A “Highlights” section provides a timeline of Guy Lafleur's life and accomplishments.
- An 8 page photo section contains little-known pictures of the Blond Demon.

Subjects : Hockey, Montreal Canadian, leadership, NHL, Quebec Nordiques, hockey player, Canadian icon, athlete, team, sportsman

A defenseman for 12 seasons in the NHL – mainly in Quebec City – Steven Finn was assistant and co-captain of the Nordiques when Guy Lafleur ended his career with the team. Today, “Finner” runs a pharmaceutical business, is a hockey analyst, and lectures all over Canada on achieving full potential and leadership.

Pierre Gince, a communicator, was a journalist, political assistant to a government minister under René Lévesque, and an advisor in three public relations firms, before founding Direction Communications Stratégiques and Mesure Média. He is a regular commentator, both in the media and on his blog, on the effect of traditional and social media on reputations.