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Rangers star looks to raise \$100K with 'The Mask'



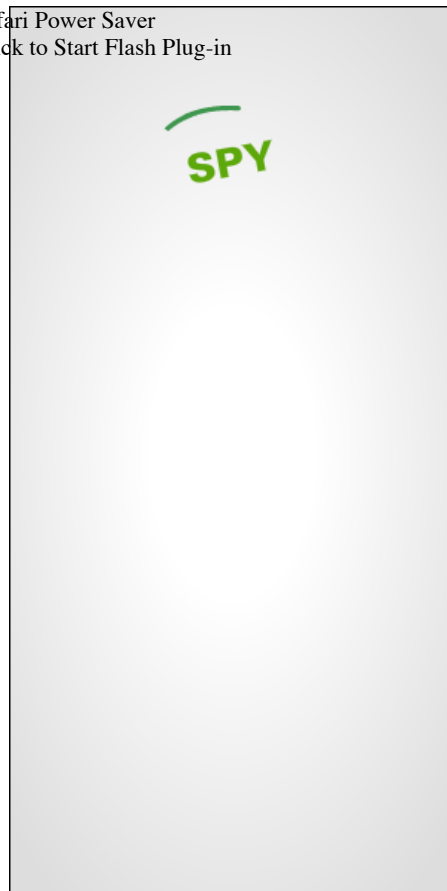
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Jessica Golden | @JGolden5
Monday, 9 Mar 2015 | 1:57 PM ET



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Henrik Lundqvist is making himself into the face of charitable causes.

The star goalie for the New York Rangers has begun wearing custom, themed game masks that he is auctioning off to support charitable causes. Two years after raising \$66,000 by auctioning one of his masks to raise money for Hurricane Sandy relief, the 33-year-old Swede is hoping to raise even more money through his latest campaign, "The Mask."

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The project has been made into an MSG television series featuring Lundqvist interviews with John McEnroe, Michael J. Fox, Jeff Gordon, Mario Batali and the FDNY's Rescue 1 Company.

Each guest helped the hockey star design a custom mask that Lundqvist will wear in a game and then auction off.

"It was just fun to sit down with all these different people and talk about their passions and their career and life and then together design

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a mask," said Lundqvist.



Mike Stobe | NHLI | Getty Images

Henrik Lundqvist of the New York Rangers makes a save against the New York Islanders at Nassau Veterans Memorial Coliseum last January.

The crown jewel is "The Lundqvist Crystal Hockey Mask," created by designer **Don Blanton**. It contains more than 16,000 genuine Swarovski crystals and Henrik's crown 30 logo.

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"This was my baby, my labor of love," said Blanton, a friend of the hockey star, who spent more than 400 hours hand placing the various sizes of crystals on the mask.

"I'm just so grateful he designed this for me," Lundqvist said. The mask is expected to be the big-ticket item, drawing well over \$100,000.

Lundqvist on Friday kicked off an auction that benefits a host of children's charities as part of the **Henrik Lundqvist Foundation** and **Garden of Dreams**.

Returning to ice from injury



Jessica Golden | CNBC

A goalie mask designed by Don Blanton for the New York Rangers' Henrik Lundqvist.

Lundqvist, who has been sidelined for the past four weeks with a vascular injury to his neck, said he's feeling good and is trying to be patient so far as playing again is concerned.

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He's recently returned to the ice to skate and practice with low shots. "You realize when you aren't playing how much you love the game and how much you miss it when you can't play," he said.

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As for his team the New York Rangers, who are second in their division with a record of 40-17-17, Lundqvist said it's all about peaking at the right time.

"We are very focused right now to push our game to the limit and be well prepared for the playoffs," he said.

Jessica Golden
Field Producer

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