



PRESS RELEASE



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TODD BELL NAMED WCHA MARKETING & COMMUNICATIONS MANAGER

Veteran college athletics communicator joins conference office

BLOOMINGTON, Minn. – January 14, 2019 – The Western Collegiate Hockey Association (WCHA), through President and Men’s Commissioner **Bill Robertson** and Vice-President and Women’s Commissioner **Katie Million**, today announced that college athletics communications veteran **Todd Bell** has been named the WCHA’s Marketing & Communications Manager.

Bell, 52, joins the WCHA from the athletics communications office at the University of Alabama, where he worked with the Crimson Tide football track & field and women’s golf programs from 2016-18.

“We are thrilled to welcome Todd to the WCHA office and look forward to him making an immediate impact in communications and marketing for the Association,” said **Robertson** and **Million** in a joint statement. “Todd’s wide range of experience in college athletics will bring a fresh perspective to our operations. We believe Todd is a perfect addition to our staff and will play a pivotal role in the on-going success of the WCHA and our member institutions.”

A media relations and press operations expert with nearly 30 years of experience at the collegiate, professional and international levels, Bell’s resume features a broad base of event work that includes the Summer and Winter Olympics, the Stanley Cup playoffs, Super Bowl XLV, two NCAA Final Fours and the College Football Playoff.

Prior to his time at Alabama, Bell worked with several high-profile organizations, including the American Football Coaches Association, USA Football, USA Rugby and the Goodyear Cotton Bowl from 1994-2016. During that span he also served as a press operations volunteer for the Salt Lake Organizing Committee at the 2002 Winter Olympics and a press officer for the United States Olympic Committee at the 2006 and 2008 Games.

Bell’s base of hockey experience includes more than a decade of work with the Dallas Stars in game-night press operations from 2003-15 during which time he assisted with numerous Stanley Cup playoff rounds and the 2007 NHL All-Star Game.

The West Des Moines, Iowa, native is a 1988 graduate of the University of St. Thomas.

About the Western Collegiate Hockey Association (WCHA) Men’s League

The Western Collegiate Hockey Association, among the most historic, tradition-rich and successful conferences in all of collegiate athletics, will proudly mark its 67th season of men’s competition in 2017-18. The 10-team Division 1 conference consists of the University of Alabama in Huntsville [Chargers], the University of Alaska Anchorage [Seawolves], the University of Alaska [Nanooks], Bemidji State University [Beavers], Bowling Green State University [Falcons], Ferris State University [Bulldogs], Lake Superior State University [Lakers], Michigan Technological University [Huskies], Minnesota State University [Mavericks] and Northern Michigan University [Wildcats].

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About the Western Collegiate Hockey Association (WCHA) Women's League

The Women's League of the Western Collegiate Hockey Association has won a record 16 national championships in 19 years since its inception in 1999 (including 15 of a possible 18 NCAA titles), while producing seven Patty Kazmaier Award winners, 98 All-Americans and numerous Olympic and national team members. The seven-team Division 1 conference consists of: Bemidji State University (Beavers), the University of Minnesota (Golden Gophers), the University of Minnesota Duluth (Bulldogs), Minnesota State University (Mavericks), Ohio State University (Buckeyes), St. Cloud State University (Huskies) and the University of Wisconsin (Badgers).

For more information on both leagues, visit www.wcha.com.

MEDIA CONTACT

Todd Bell

Marketing & Communications Manager

E: tbell@wcha.com

O: 952.681.7668

M: 972.825.6686

MORE INFORMATION

Website: wcha.com

Twitter: [@wcha_mhockey](https://twitter.com/wcha_mhockey)

Instagram: [@wcha_mhockey](https://www.instagram.com/wcha_mhockey)

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