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WCHA TEAMS UP WITH LET'S PLAY HOCKEY FOR 2014-15 PROMOTIONAL CAMPAIGN

League to be featured in publication throughout the college hockey season

EDINA, Minn. – Oct. 2, 2014 – Bringing league news, highlights and stories into one of hockey's most revered outlets, the Western Collegiate Hockey Association (WCHA) and Commissioner Bill Robertson today announced a new partnership with *Let's Play Hockey* for the upcoming 2014-15 season.

Beginning with today's October 2 issue of *Let's Play Hockey*, the WCHA will have a continuing series of full-page features that will run throughout the college hockey season. The league will highlight the on- and off-ice accomplishments of its member teams, student-athletes and coaches, while showcasing the return of the 2015 WCHA Final Five championship to Saint Paul, Minn. and the Xcel Energy Center next March 20 and 21.

"The WCHA is pleased to partner with *Let's Play Hockey* – truly one of the sport's premier publications – to advance our conference and bring our many exceptional stories to readers and fans throughout the country," said Robertson. "With the WCHA Final Five returning to Saint Paul and Xcel Energy Center this year, we are looking forward to connecting with our many thousands of fans who have made the Final Five an annual destination event."

In addition to the main feature pages, WCHA-related content will be distributed through *Let's Play Hockey* social media channels. The league will also join the publication at the 26th annual *Let's Play Hockey* Expo, to be held March 6-7, 2015 at RiverCentre in Saint Paul. Featuring a full weekend of all things hockey and including more than 350 booths and 150 companies, the *Let's Play Hockey* Expo is free and open to the public.

"We are excited for the opportunity to highlight the iconic WCHA brand for our readers on a regular basis," said Doug Johnson, publisher of *Let's Play Hockey*. "As last year showed, the new-look WCHA is still home to the intensity, passion and high-caliber hockey that have long been league hallmarks."

Let's Play Hockey, which covers and promotes the game of ice hockey at all levels from youth to pro, is the longest running hockey newspaper in the United States. It is published 29 times a year, weekly during the season and monthly during the off-season. The one-year subscription rate is \$58 for 29 issues and the two-year subscription rate is \$99 for 58 issues. Visit *Let's Play Hockey* at letsplayhockey.com.

About Western Collegiate Hockey Association (WCHA)

The Western Collegiate Hockey Association, among the most historic, tradition-rich and successful conferences in all of collegiate athletics, proudly marks its 63rd season of men's competition in 2014-15. Covering five time zones and more than 4,200 miles, 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).

MEDIA CONTACT

Matt Hodson
Associate Commissioner for Public Relations
E: mhodson@wcha.com
O: 952.818.8872
M: 612.801.2808

MORE INFORMATION

Website: wcha.com
Twitter: [@wcha_mhockey](https://twitter.com/wcha_mhockey)
Facebook: facebook.com/wchahockey
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