



PRESS RELEASE



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FOR IMMEDIATE RELEASE

WCHA ANNOUNCES NEW PARTNERSHIP WITH HOWIES HOCKEY TAPE *Long-time WCHA partner will sponsor the WCHA Performance of the Week in 2020-21*

BLOOMINGTON, Minn. – Oct. 21, 2020 – The Women’s League of the Western Collegiate Hockey Association announced a partnership with Howies Hockey Tape in support of the league’s new Performance of the Week promotion on Wednesday.

Howies Hockey Tape will be the official sponsor for the WCHA Performance of the Week during the upcoming 2020-21 season. The Performance of the Week campaign will highlight a significant individual or team performance each week throughout the regular season and the 2021 WCHA Final Faceoff.

“Howies Hockey Tape has been a valued WCHA partner for a number of years,” WCHA Women’s League Commissioner **Jennifer Flowers** said. “We’re excited to partner with Howie’s on this new campaign as we look forward to showcasing the top individual and team moments from the nation’s premier women’s hockey conference. I want to thank Howies Hockey Tape for their continued support of the WCHA.”

The leader in high-quality hockey tape, Howies Hockey Tape can be found in pro shops, rinks and retailers around the world. Founded as an in-home business in 2002, Howies has grown to become the go-to tape supplier to hockey teams across the NHL, AHL, NCAA and Major Junior hockey teams worldwide.

“Howies has always built its products to be used by the best athletes at every level,” Howies Hockey Tape Sales Director **David Visser** said. “We’re proud to have this tradition continued with this partnership with the WCHA.”

About Howies Hockey Tape

Howies Hockey Tape was born in the basement of a home in Grand Rapids, Mich., in 2002 with the idea to create a better hockey tape. The company was formed on the values of quality - utilizing only the highest quality materials and pairing that with unmatched customer service that focused on always being helpful and prompt. After nearly two decades of growth, Howies Hockey Tape has outgrown its basement roots to become the primary tape supplier to teams across the NHL, AHL, NCAA and Major Junior teams along with pro shops, rinks and retailers around the world. Howies has grown into a global brand and has become a household name for any house that knows and plays hockey. For more information, visit howieshockeytape.com.

About the Western Collegiate Hockey Association Women’s League

The Women’s League of the Western Collegiate Hockey Association will mark its 22nd season in 2020-21. The nation’s premier women’s hockey conference, WCHA member institutions have won a record 17 national championships since the league’s inception in 1999 (including 16 of a possible 19 NCAA titles), while producing seven Patty Kazmaier Memorial Award winners, 105 All-Americans and numerous Olympic and national team members. The seven-team, NCAA Division I conference consists of: Bemidji State University (Beavers), the University of Minnesota (Golden Gophers), the University of Minnesota Duluth (Bulldogs), Minnesota State University (Mavericks), The Ohio State University (Buckeyes), St. Cloud State University (Huskies) and the University of Wisconsin (Badgers). The WCHA will grow to eight members with the addition of the University of St. Thomas (Tommyies) beginning with the 2021-22 season. For more information, visit wcha.com.

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