



FOR IMMEDIATE RELEASE

WCHA PARTNERS WITH GOODWOOD HOCKEY TO POWER WOMEN'S LEAGUE WEEKLY AND MONTHLY AWARDS

***Two Minnesota-based, community-driven organizations team up to provide
'WCHA Women's League Player(s) of the Week/Month, Powered by GoodWood Hockey'***

EDINA, Minn. – August 8, 2017 – Proudly bringing together one of the sport's longtime iconic brands with a rising hockey apparel company, both operated out of the Twin Cities region, the Women's League of the Western Collegiate Hockey Association (WCHA) and [GoodWood Hockey](#) today announced a partnership for the 2017-18 season. The agreement includes a naming rights sponsorship for the league's weekly and monthly awards, to be called the "WCHA Women's League Player(s) of the Week/Month, Powered by GoodWood Hockey," along with additional promotional support around the 2018 WCHA Final Faceoff.

Family owned and operated in Saint Paul, Minn., GoodWood Hockey (GWH) is focused on providing unique, high-quality, socially-responsible apparel for players, fans and anyone with a love of the game. The only hockey-inspired clothing company that specializes in items for the entire family, GWH provides excellent products backed by exceptional customer service.

"We are extremely pleased and excited to partner with Kelly [Meza] and GoodWood Hockey for the upcoming season," said WCHA Vice President and Women's League Commissioner **Katie Million**. "Kelly and her team embody the ideals we hold dear at the WCHA, from bringing a shared love of hockey to people of all ages, to a belief that customers – or fans – are part of the organization's family. GoodWood Hockey apparel is terrifically designed and produced, while filling an important void in the hockey merchandise market. We are excited to introduce GWH to our WCHA family!"

Each student-athlete who earns accolades as a WCHA Women's League Player of the Week/Month, Powered by GoodWood Hockey, during the 2017-18 season will receive a customized plaque, along with an exclusive t-shirt designed by GWH featuring the player's school colors.

"On behalf of GoodWood Hockey, I would like to express how honored and humbled we are to be partnering with the WCHA Women's League for the 2017-2018 season," said **Kelly Meza**, co-founder and co-owner of GoodWood Hockey. "We are thrilled to be *powering* the Players of the Week and Month awards and look forward to working with such an exceptional organization and family of athletes now and into the future."

Following each full week of competition in the 2017-18 regular season, and extending through the 2018 WCHA Final Faceoff, the Women's League will recognize its WCHA Offensive Player, Defensive Player and Rookie of the Week, respectively, Powered by GoodWood Hockey. After each month (September/October through March), the Women's League will honor its WCHA Offensive Player, Defensive Player, Goaltender and Rookie of the Month, respectively, Powered by GoodWood Hockey.

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About the Western Collegiate Hockey Association (WCHA)

The Women’s League of the Western Collegiate Hockey Association has won a record 16 national championships in 18 years since its inception in 1999 (including 15 of a possible 17 NCAA titles), while producing seven Patty Kazmaier Award winners, 95 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, visit www.wcha.com.

About GoodWood Hockey

Family owned and operated in Saint Paul, Minn., GoodWood Hockey is focused on providing unique, high quality, socially-responsible apparel to the growing hockey community. The only hockey-inspired clothing company that specializes in items for the entire family, GoodWood Hockey aims to become a household name in homes across North America through providing excellent products backed by exceptional customer service. Through their philanthropic division, GWH: Hockey for Good, the brand aims to provide support and solutions to global issues through a variety of charities and non-profit organizations. For more information, visit www.goodwoodhockey.com.

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