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WCHA ANNOUNCES 2018 FINAL FACEOFF PARTNERSHIPS WITH HOCKEY WRAPAROUND AND KRAMPADE

League and companies come together for college hockey's premier conference tournament

BLOOMINGTON, Minn. – March 1, 2018 – On the eve of college hockey's premier conference tournament, the Women's League of the Western Collegiate Hockey Association (WCHA) is honored to announce 2018 WCHA Final Faceoff supporting partnerships with two ascendant companies: [Hockey WrapAround](#) and [Krampade](#)®.

"We are thrilled to welcome Hockey WrapAround and Krampade to the WCHA family, and look forward to their involvement in the 2018 WCHA Final Faceoff," said WCHA Vice President and Women's League Commissioner **Katie Million**. "They each bring a unique commitment to the game and, most importantly, the athletes who play it. Their focus on both on- and off-ice achievement speaks volumes to us, and we are excited to begin this partnership."

Hockey WrapAround features a line of products designed to let players practice the greatest game on earth anywhere, anytime and on any surface without the fear of damaging their hockey sticks. The organization's sister company, [Hockey Achievements](#), is a digital hockey community that invites players of all ages and skill levels to partake in tasks and challenges in order to earn points and badges that can be redeemed for prizes.

"The student-athletes of the WCHA embody everything that is great about our game," said **Lee Elias**, the Hockey WrapAround team leader for North America. "From the classroom to the ice and beyond, these young athletes are the ones that truly will carry the flag for their school and our game into hockey communities around the globe. For this reason, among others, we are proud to be in a position to support their goals both on and off the ice now and into the future."

Krampade, LLC is based in Lincoln, Nebraska and is focused on providing solutions for cramping and for enhancing athletic performance. Krampade is not just a "sports drink company," but provides solutions for individuals affected by cramping across a broad consumer base. Its unique formulation of electrolytes rapidly stops acute cramping generally in less than a minute and, when used daily, helps prevent chronic muscle cramping.

"At Krampade, we're very excited about our agreement to work with the Women's League of the WCHA in sponsorship of their 'Final Faceoff' conference tournament", said **Eric J. Murphy**, Krampade CEO. "This is a unique opportunity for us to be involved with the premier NCAA Division I league for women's hockey, which is especially unique given our early stage of corporate development."

Continued Murphy: "It demonstrates Krampade's continued commitment in supporting athletic excellence on the ice at the collegiate level, just as our product lines enable athletes to have enhanced performance and recovery during and following competition coupled with cramp prevention and

mitigation, all in one product. Like our product's multifaceted benefits for players, what makes this agreement more attractive is that so many of these young women excel in life off the ice and exhibit academic excellence in the classroom, so we're helping to support all aspect of the collegiate hockey experience as well.”

The [2018 WCHA Final Faceoff](#), with a stellar, four-team field that includes three nationally-ranked programs, is set for this Saturday and Sunday, March 3 and 4, at Ridder Arena in Minneapolis. Saturday’s semifinals include nationally top-ranked Wisconsin vs. Bemidji State at 2:07 p.m. CT, followed by No. 5 Ohio State vs. No. 7 Minnesota at 5:07 p.m. CT. The two semifinal winners will meet at 2:07 p.m. CT on Sunday for the WCHA playoff championship and the league’s automatic bid to the NCAA tournament.

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 seasons 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 Hockey WrapAround

Based in North America out of Havertown, Pa., but with a global presence, the purpose of Hockey WrapAround is simple: To let you practice the greatest game on earth anywhere, anytime and on any surface without the fear of damaging your high-end hockey sticks. With equipment and ice time being very expensive, Hockey WrapAround is the solution to both. In addition to the physical product, Hockey WrapAround is also an off-ice training resource, committed to providing and sharing the best hockey-related content and training information through videos and other media. For more information, visit www.hockeywraparound.com.

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