



PRESS RELEASE

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Hockey East Newsfeed

35th Anniversary Logo, Year-Long Initiatives Unveiled

WAKEFIELD, Mass. - The Hockey East Association has formally unveiled the special logo celebrating its 35th anniversary season of 2018-19 as well as several year-long initiatives to celebrate the storied history of the league, its member institutions, and its fans. The 35th logo will be emblazoned in the ice surface of each rink for the duration of the season as well as attached to the jerseys worn by the players.

Additionally, the league announced the launch of multiple celebratory initiatives surrounding the milestone season on ice, including the year-long #HockeyEast35 celebration, highlighting 35 of the top moments from the league's history and some of the best players to suit up for the league across its storied past. Fans are encouraged to share their favorite #HockeyEast35 memories on social media for a chance to be featured on the league website.

Fans will also have the opportunity to help select the 35th Anniversary All-Hockey East Team through online voting at HockeyEastOnline.com throughout the season. During the league's postseason tournament, the 35 forwards and 35 defenders, including defensemen and goaltenders, will be revealed and honored as the 70 top players in league history. Other celebratory initiatives will be announced throughout the season, including an exclusive interview with current Commissioner **Joe Bertagna** and founding father **Lou Lamoriello**, conducted by college hockey analyst **Dave Starman**.

Hockey East Launches Redesigned Website

WAKEFIELD, Mass. - The Hockey East Association is proud to announce today the launch of the redesigned HockeyEastOnline.com. The newly reconfigured website will optimize video and streaming content across the league, while streamlining the statistics and historical information contained within its pages.

The website launch coincides with the league's 35th anniversary season, reinvigorating both the men's and women's league portals to provide a fresh look and feel each day as news and content rolls out across the league. The new homepage will now feature larger sections dedicated to statistical leaders and social media pages that update in real time, so fans can stay up to date on the latest news and notes.

HockeyEastOnline.com will also serve as a bulletin board promoting student-athletes and their success both on and off the ice in new "features" widgets. As news and feature stories about our student-athletes are released, these widgets will populate with those articles.

Additional updates include a new streamlined and easy-to-read game recap and box score format, allowing for fans to quickly get the most important facts from the latest game results. During the regular season, the new "Watch" home page will provide fans complete information about how to view each team's games throughout the season, both on television and Internet-connected devices for both the men's and women's programs. Aggregating all 12 schools in one area will allow fans to quickly locate how to watch their favorite team both at home and on the road.

The brand new website also allows for a more comprehensive archiving of historical statistical data, including all-time results and player career pages.

To visit the new website, log on to HockeyEastOnline.com and enter either the men's or women's portal.

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Emily Lissner, Marisa Maccario Named 2018-19 Graduate Interns

WAKEFIELD, Mass. - The Hockey East Association announced today **Emily Lissner** (Woburn, Mass./College of the Holy Cross) and **Marisa Maccario** (Marblehead, Mass./UConn) have been named graduate interns in the Hockey East office for the 2018-19 season.

Lissner is a 2018 graduate of the College of the Holy Cross, where she majored in accounting. During her time at Holy Cross, she worked in athletics as a game day operations assistant. She spent the summer of 2017 as the hockey operations intern with the Boston Shamrocks Elite Women's Hockey Club. Lissner has also worked with USA Hockey as a team leader at the girls' national player development camps in 2015, 2016 and 2017. Lissner also serves as an assistant coach with the East Coast Wizards U14 girls hockey team.

At Holy Cross, Lissner was a member of the women's ice hockey team. As a student-athlete, Lissner was a member of the Holy Cross Leadership academy, served as the team's community service coordinator, and was also a member of WE LEAD, a group dedicated to the empowerment of female athletes on campus through leadership education and development. During her freshman season, the Crusaders won the ECAC open tournament and during her sophomore season won the NEHC open tournament. Lissner was also awarded the team's Seventh Player Award for her senior season.

A native of Woburn, Massachusetts, Lissner hopes to pursue a master's degree in accounting.

Maccario recently graduated from the University of Connecticut where she majored in Sport Management and minored in Women's Studies. Maccario was also a four-year member of the women's ice hockey team where she was twice named to the WHEA All-Academic Team. Maccario becomes the first graduate intern who has competed within Hockey East to join the league staff.

During Maccario's time at UConn, she served as Vice President of SAAC (Student Athlete Advisory Committee) and also attended the NCAA Career in Sport Forum as UConn's student-athlete representative. In her senior year, Maccario conducted a research project titled Female Student –Athletes and Body Image, resulting in her qualification to the 2018 AAC Academic Symposium and spoke on a panel about her work. Additionally, she helped run the social media outlets for UConn Women's Ice Hockey, UConn SAAC, and UConn SPM.

Maccario hopes to continue a career in sport administration, coaching, and also works as a personal trainer.

Tim Flynn Retained as Senior Director of Corporate Sales

WAKEFIELD, Mass. - Hockey East Commissioner Joe Bertagna announced today the retention of **Tim Flynn** to the Hockey East league staff. In this position, Flynn works directly on behalf of the conference and is responsible for the cultivation and sales of corporate partnerships for Hockey East. He will continue to be based out of the league offices in Wakefield, Massachusetts.

Flynn becomes part of the direct league staff after joining Hockey East Sports Properties in 2017. He has brought over 25 years of corporate sales experience across various markets, including over 10 years as a vice president or senior vice president. He has worked with start-up businesses and Fortune 500 companies, including Texas Instruments and Xerox Corporation. Over his career, Flynn has had extensive experience with sales team leadership and development and the construction of promotional and cooperative marketing opportunities.

Flynn skated for the Boston College Eagles from 1973-76 before continuing his career in the professional ranks in Courcheville, France. After his playing days, Flynn served as the head hockey coach at Bentley University for four seasons from 1980-84 and compiled a 56-32-2 overall record to become the program's all-time winningest head coach at the time of his departure. He also led the Falcons to the ECAC DIII Playoff Championship in 1981 with a record of 20-1-0.

For the past 25 years, Flynn has served as the manager of the Independent Senior Hockey Organization for former college and professional hockey players. In that role, he coordinated games and tournaments ranging in skill level from college hockey teams to senior national championships and secured various sponsorships from organizations to support the league's endeavors.

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