



# PRESS RELEASE

**PETER SOURIS**  
**Assistant Commissioner**  
**for Public Relations**  
**Hockey East Association**  
591 North Ave – #2  
Wakefield, MA 01880  
Office: (781) 245-2122  
Cell: (603) 512-1166  
[psouris@HockeyEastOnline.com](mailto:psouris@HockeyEastOnline.com)

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## **HOCKEY EAST ANNOUNCES LAUNCH OF FROZEN FENWAY DIGITAL GAME PROGRAM**

**WAKEFIELD, Mass.** - The Hockey East Association announced on Tuesday that fans will have free access to a digital game program for Frozen Fenway 2012 on Saturday, Jan. 7th.

The program, which is available on all platforms (PC, Droid, iPhone, iPad), will have team rosters, live scoring and video highlights from all four competing schools. UMass and Vermont will skate in the first game at 4pm at Fenway Park, while Maine and UNH square off in the late game at 7:30pm.

"This is believed to be the first program of its kind and we are pleased to bring it to our fans at 'Frozen Fenway,'" said Hockey East Commissioner Joe Bertagna. "I applaud both Chris Leach and Pete Souris whose combined efforts have made this possible."

The digital game program available on the Web and for smart phones and tablets through the iTunes App Store and Android App Markets. Search for "Hockey East Academy" or visit [www.HockeyEastAcademy.com](http://www.HockeyEastAcademy.com).

"We're excited to partner with Hockey East in creating a "first of its kind" digital game program for Frozen Fenway," said Chris Leach, the program's co-creator. "Working with Texterity, the leading digital publisher in the US, we've developed a highly interactive product full of video and including live in-game box scores that anyone with a computer, Smartphone or Tablet can download at the event or at home."

The Hockey East Association is a 10-team Division I college men's hockey conference founded in 1984 and an eight-team Division I women's league which began play in 2002-03. The men's league has won seven NCAA championships in the past 19 years. Since 1999, Hockey East has won five NCAA Championships and has placed 18 teams in the Frozen Four, along with 45 teams in the NCAA Tournament.

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