



# PRESS RELEASE

**Pete Souris**  
**Assistant Commissioner**  
**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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## **STOP IT GOALTENDING NAMED HOCKEY EAST SPONSOR**

**Wakefield, Mass.** - The Hockey East Association announced on Thursday that Stop It Goaltending has become sponsor of the men's league Goaltender of the Month award and the Goaltending Champion award, presented annually at the league's championship banquet in March.

"We are pleased to add Stop It Goaltending to our family of corporate partners," said Kathy Wynters, Hockey East Associate Commissioner. "They are another great partner in our growing list of sponsors."

Stop It Goaltending has been developing goalies since 1999 and operates out of five locations across Massachusetts. SIG trains goaltenders from the youth level, including 26 youth hockey organizations, to college and pro goaltenders such as Boston College alum and current Vancouver Canuck Cory Schneider. Stop It Goaltending offers year round private lessons, summer camps, video and consulting services and operates a goalie consignment store. Brian Daccord is the president and founder of Stop It Goaltending and is a former coach and goaltender at Merrimack College. Information about SIG programs and services can be found at [www.stopitgoaltending.com](http://www.stopitgoaltending.com) or by calling (800) 801-1968.

"Stop It Goaltending is proud to be the official goaltending partner of Hockey East, a league we consider to be the top college hockey conference in the country," said Daccord. "Hockey East has consistently developed elite goaltenders and awarding the Stop It Goalie of the Month/Year will be an honor. Awards are a result of years of training and dedication and paying tribute to the sacrifice and character necessary to win is a great opportunity for all of us at Stop It Goaltending. I have the utmost respect for Joe Bertagna, the Hockey East staff, coaches and the exceptional student athletes that compete for their schools and look forward to a long relationship."

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 eight NCAA championships in the past 20 years. Since 1999, Hockey East has won six NCAA Championships and have placed 20 teams in the Frozen Four, along with 53 teams in the NCAA Tournament.

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