



PRESS RELEASE

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HUMBOLDT STORAGE AND MOVING JOINS LEAGUE AS SPONSOR

WAKEFIELD, MASS. - Hockey East Commissioner Joe Bertagna announced Tuesday that Humboldt Storage and Moving will once again sponsor the "Move of the Week", which will debut every Tuesday morning throughout the regular-season on the league's website (www.hockeyeastonline.com.)

League fans will have a chance to vote for the "Move of the Week" on the Hockey East fan page on Facebook. The winner will be announced every Thursday afternoon on Facebook, Twitter and in the league's weekend preview. At the end of the regular-season, fans will have a chance to select the "Move of the Year" from a selection of all the weekly winners.

"We are please that Humboldt has agreed to continue supporting this feature, which has been popular with our fans," said Hockey East commissioner Joe Bertagna. "They have been a great partner for many years and we are greatly appreciative."

"Humboldt Storage & Moving is excited to once again sponsor the Move of the Week as HockeyEast celebrates 30 years," said Jim Sullivan, Humboldt Storage and Moving President. "Hockey East has been a long standing pillar in the New England sports community and Humboldt is proud to continue our affiliation with this fine organization."

Humboldt's commitment to easing people's stress started over 100 years ago with a horse, a cart and the unrelenting work ethic of Harris Goldman. He realized early on that moving can be stressful and always did his part to ensure a smooth transition for his customers. By 1950, Harris' three sons were working for the family business, now called Humboldt Storage and Moving. Currently, Humboldt is under the guidance of the third Goldman generation, Howard and D'Arcy Goldman, and has become a nationally recognized, award-winning full-service moving company that ranks in the top 5 percent of United Van Lines agents. Today, Humboldt, a premier Boston moving and storage company, has developed relationships with some of the country's largest companies and have assisted them with everything from relocating their key employees to moving priceless pieces of artwork. By structuring our company values around the commitment to reduce the stress of relocating, we have given countless families the opportunity to 'relax. and get moving.'

The Hockey East Association is a 11-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 21 years. Since 1999, Hockey East has won six NCAA Championships with 13 NCAA Championship Game appearances, while placing 21 teams in the Frozen Four and 52 teams in the NCAA Tournament during that time.

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