



# PRESS RELEASE

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## ***Hockey East and Howies Hockey Tape Announce Partnership***

*Multi-Year Partnership Will Make Howies Official Supplier of Hockey East*

**WAKEFIELD, Mass.** - The Hockey East Association and Howies Hockey Tape announced today a multi-year partnership, making Howies Hockey Tape the official hockey tape and skate laces supplier of Hockey East.

"It is our pleasure to be partnering with Hockey East," said **Dave Visser** of Howies Hockey Tape. "We are excited to provide Hockey East with the highest quality hockey products that the market has to offer. It is truly an honor to be working with such a prestigious and recognizable conference that produces some of the best hockey players in the world."

The partnership between Hockey East and Howies Hockey Tape will run through the 2021-22 college hockey season.

**ABOUT HOWIES HOCKEY TAPE:** Howies Hockey Tape was founded in 2002, formed on the values of quality and customer service, both in equal proportion. Howies has grown to serve the NHL, AHL, CHL, NCAA, as well as pro shops and leagues across the world. With a retail presence on every continent except Antarctica, Howies has grown into a global brand without abandoning those original principles. Howies is committed to producing the world's highest quality hockey products while building the world's highest quality relationships. It's as much about people as it is about tape.

**ABOUT HOCKEY EAST:** The Hockey East Association is an 11-team Division I college men's hockey conference founded in 1984 and a 10-team Division I women's league which began play in 2002-03. The men's league has won nine NCAA championships in the past 25 years, most recently including Providence College in 2015 at TD Garden in Boston. Since 1999, Hockey East has won seven NCAA Championships with 15 NCAA Championship Game appearances, while placing 25 teams in the Frozen Four and 68 teams in the NCAA Tournament during that time. Overall, Hockey East has sent 112 teams to the NCAA Tournament since its inaugural season, more than any other conference in that span.

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