



# PRESS RELEASE

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## **EIGHTEEN NEW ENGLAND MARRIOTT HOTELS JOIN IN LEAGUE PARTNERSHIP** *Group named "Preferred Hotel Partners" of Hockey East*

The Hockey East Association announced today a newly-forged partnership with several Marriott hotels in New England.

Eighteen participating Marriott, Courtyard by Marriott and Springhill Suites by Marriott properties in the Hartford, Greater Boston and Providence areas have agreed to issue collective sponsorship dollars to be distributed between the men's and women's leagues in exchange for print and online advertising. Both the league and the participating Marriott properties will benefit from the enrollment of all of Hockey East's coaches, officials and administrators in Marriott's Sports VIP Program, which gives members access to the hotels' best available rates.

"Marriott's VIP Program offers a unique opportunity for our personnel," said Hockey East Commissioner Joe Bertagna. "We are optimistic that this partnership will be especially beneficial for both organizations."

The Hockey East Association is a nine-team, Division-I men's college hockey conference, with offices based in Wakefield, Mass. Founded in 1983, the league recently celebrated its 20th anniversary season, and has won four NCAA championships in the past 12 years. The conference also sponsors a women's league, founded in 2001, which will feature eight Division-I programs in 2005-06.

For more information on participating Marriott hotels, please visit [www.sportsbymarriott.com/hockeyeast](http://www.sportsbymarriott.com/hockeyeast).

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