



PRESS RELEASE

Brion O'Connor
Director of Public Relations
Hockey East Association

591 North Ave – #2

Wakefield, MA 01880

Phone: (781) 245-2122

boconnor@HockeyEastOnline.com

FOR IMMEDIATE RELEASE: JUNE 19, 2007

LEAGUE COLLECTS NACMA GOLD **UMass Lowell earns gold, silver medals for promotions**

The Hockey East Association garnered a gold medal for its groundbreaking Skating Strides Against Breast Cancer promotion at the recent National Association of Collegiate Marketing Administrators (NACMA) Convention, held at the Orlando Marriott World Center Resort in Florida.

The inaugural Skating Strides event featured all eight teams of the Women's Hockey East Association in four games on Jan. 27, 2007, and raised more than \$20,000 for breast cancer awareness, care and research through Mel's Foundation and the American Cancer Society. The effort, orchestrated by Hockey East Associate Commissioner Kathy Wynters, won a Group III gold medal for Single Day Attendance Promotion for an Olympic Sport. The NACMA Awards Program, initiated in 2003, presents awards in 16 categories with each category divided into three groups based upon school size and conference affiliation.

"This was a great example of everyone pulling together for a worthy cause," said Hockey East Commissioner Joe Bertagna of the success of the Skating Strides event. "The women's coaches and players took the lead, the men's programs and the referees did their part, and Kathy Wynters made it all happen above and beyond our original goals."

More than 1,000 fans attended Skating Strides games held at the University of Connecticut, Boston College, Boston University, and Providence College. Money was raised through ticket sales, sponsor and private donations, raffles, and merchandise sales. Further, the on-ice officials and all 10 Hockey East men's programs also contributed to the cause. Next season, the second annual Skating Strides Against Breast Cancer event is set for Feb. 16, 2008.

Meanwhile, the marketing department of Hockey East member program UMass Lowell received a gold and silver medal for its 2006-07 marketing initiatives at the NACMA convention.

Directed by Peter Casey, associate athletic director for marketing and promotions, and Shannah McArdle, external affairs coordinator, UML received the Group III gold medal for New Revenue Generating Ideas and a silver medal for Single Day Attendance Promotion for an Olympic Sport. The awards marked the fifth and sixth NACMA honors received by UML in the last five years.

"It is quite an honor to receive these awards," said Casey. "It is nice to see the hard work and dedication of the staff to be nationally recognized."

UML received the gold medal for the Barnes & Noble Teddy Bear Toss promotion on Dec. 10, 2006, at the UML-Saint Lawrence hockey game. Bears were sold for \$10 – which included four tickets to the game – during the months of November and December at hockey and basketball games as well as each of the bookstores.

Fans then brought the bears to the game and, during the second intermission, threw them on the ice where they were collected and donated to area charities. More than \$3,000 was raised for the Make-A-Wish Foundation and nearly 200 bears were donated to local charities, including Lowell General Hospital, Lowell Department of Social Services, The Boys and Girls Clubs of Lowell and Catholic Charities of Greater Lowell.

UML was awarded the silver medal for its Gervais Lincoln-Mercury Car Giveaway. Ten contestants at the Feb. 25, 2006 hockey game against Boston College won keys, one set of which would unlock the driver's side door of a Dodge Intrepid at center ice during intermission (the ninth contestant in line won the Intrepid).

As a result of the promotion, UML recorded its highest ticket gross and fifth largest hockey attendance in school history, as well as its highest attendance of the 2005-06 season.

Hockey East is a Division I collegiate hockey association with offices based in Wakefield, Massachusetts, featuring a 10-team men's league and an eight-team women's league. NACMA is the first organization of its kind to provide educational and networking opportunities, enhancement of acceptable operating standards and ethics, and establishment of the overall prestige and understanding of the profession of athletics marketing administrators.

– HockeyEastOnline.com –