



PRESS RELEASE

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HOCKEY EAST AND HUMBOLDT STORAGE AND MOVING ANNOUNCE PARTNERSHIP

WAKEFIELD, Mass. – Hockey East Commissioner Joe Bertagna announced on Friday, a one-year partnership with Humboldt Storage and Moving, as the sponsor of the league's "Three Stars Award".

At the end of each regular season league game, the media and sports information staffs choose the three stars of the game, based on their performance from that evening's game. At season's end, the Hockey East players (men and women) that finish first in the final standings will be awarded a trophy recognizing their achievements at the annual Championship banquet.

"We are very proud to embark on this new journey with Hockey East, said James Sullivan, President of Humboldt Storage and Moving. "The reputation and competitive spirit that many hockey fans witness with this conference will prove to be a great fit for our company. In the moving industry, reputation is the key to longevity. We clearly see the same with Hockey East and are looking forward to a great season and a great relationship with these proud athletes."

"We are very happy to welcome Humboldt Storage and Moving into our family of partners," said Hockey East Commissioner Joe Bertagna.

"Their eagerness to get involved will help us keep vibrant one of our more popular award programs."

Humboldt Storage and Moving is Greater Boston's oldest moving company and largest United Van Lines agent. The Boston-area moving company, founded in 1905 is an original stockholding member of United Van Lines and remains within the top 5 percent of all United Van Lines agents in the country for sales volume.

Boston-area moving company Humboldt Storage and Moving is headquartered in Canton, Massachusetts. The Canton location also serves as a 90,000 square-foot state of the art, climate-controlled storage facility, serving the needs of clients with more long term needs. For more information about Humboldt's expertise and moving services please contact them at (781) 821-8777. For additional information visit www.humboldt.com.

The Hockey East Association is a 10-team, Division-I college hockey conference, with offices based in Wakefield, Mass. Founded in 1983, the league has won four NCAA championships in the past 13 years. The conference also sponsors an eight-team women's league which began play in 2002-03.

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