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Pro Ambitions Hockey Announces Hockey Skills Challenge

Regional Winners Will Compete at TD Garden in March

PROVIDENCE, RI – Pro Ambitions Hockey announced on Tuesday the Hockey Skills Challenge, a series of hockey skills events to be held throughout the region this winter.

The Hockey Skills Challenge provides an opportunity for boys and girls, ages 14 years-old and under, to show off their abilities for a chance to compete at the TD Garden in Boston, Mass.

By participating in the inaugural Hockey Skills Challenge, youth hockey players have the chance to test their skills and see how they stack up against the competition.

The Hockey Skills Challenge winners from each age group in each regional qualifier will advance to the semifinals and finals, which will be held during the Hockey East Championship, March 19-20, 2010 at the TD Garden.

Designed to test a player's ability to skate, shoot, score and save, the Hockey Skills Challenge regional events will be led by Pro Ambitions' staff.

"The Hockey Skills Challenge will be fun and exciting. The regional qualifiers will bring in talented players and tough competition," said Pro Ambitions' Jeff Serowik, a former defenseman for the Pittsburgh Penguins. "This is a great opportunity for youth players to challenge themselves."

The Hockey Skills Challenge begins on December 4, 2009 at the Mullins Center on the campus of the University of Massachusetts at Amherst. Regional qualifiers will be held throughout the winter at various arenas throughout New England, including the University of Vermont's Gutterson Field House and the University of New Hampshire's Whittemore Center Arena.

The Hockey Skills Challenge is held in conjunction with the Hockey East Kids' Club. All participants will receive membership into the Hockey East Kids' Club, Hockey East merchandise, a t-shirt, a hat and additional items. All participants who qualify for the semi-finals will receive two tickets to the Hockey East Championship Finals and will be entered into a raffle for a chance to win tickets to the 2010 NCAA Hockey Championships.

Hockey players who register by December 20, 2009 will be eligible for a chance to participate in a complimentary Pro Ambitions Hockey Clinic.

In an effort to support youth hockey, \$10 from each participant's Hockey Skills Challenge registration fee will be donated back to his or her youth hockey organization.

To register for one of the regional qualifiers and for more information visit: www.hockeyskillschallenge.com.

About Eident Sports Marketing

Eident Sports is a full-service event management and sports marketing company based in Providence, RI. Eident has several properties, ranging from turn-key sporting events to sponsorship sales alliances with key partners. For more information on Eident's events and offerings, please visit www.eidentsports.com.

About Pro Ambitions

Pro Ambitions Hockey, Inc. is now celebrating 20 years in business. Former NHL player Jeff Serowik is the founder and president. Training the future of hockey is our business. We specialize in youth boys and girls hockey camps targeting players from six to eighteen years of age. We train over 4000 campers yearly in over 300 day/boarding camps in North America.

About Hockey East

The Hockey East Association is a 10-team Division I college men's hockey conference and an eight-team Division I women's league which began play in 2002-03. Founded in 1983, the men's league has won six NCAA championships in the past 17 years.