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WOMEN'S LEAGUE

**PRESS
RELEASE**



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**PURE HOCKEY RETURNS AS PRESENTING SPONSOR
OF HOCKEY EAST WOMEN'S TOURNAMENT**
2004 Championships return to Northeastern's Matthews Arena

For the second straight year, PURE HOCKEY, the "official Hockey East store," has agreed to serve as the presenting sponsor of the Women's Hockey East Championship Tournament, it was announced today by Hockey East Commissioner Joe Bertagna. The four-team tournament is scheduled for Saturday and Sunday, March 20-21, at Northeastern University's historic Matthews Arena.

"PURE HOCKEY is unique among our many corporate partners," said Bertagna. "They take a hands-on approach and have already committed themselves to seeing that this year's event goes beyond the standards set for our inaugural championship."

Matthews Arena has been the site of historic tournament games for both men's and women's ice hockey going back decades. Having hosted both men's and women's ECAC Championship Finals and Hockey East Association Men's Quarterfinal Rounds, it is a fitting site for the Women's Hockey East Association Championships.

PURE HOCKEY has established itself as one of the largest and most respected specialty hockey stores in New England, with a network of stores located in Braintree (MA), Danvers (MA), Worcester (MA), and Nashua (NH).

Six schools make up the WHEA. In addition to Northeastern, the other institutions are Boston College, the University of Connecticut, the University of Maine, the University of New Hampshire, and Providence College. The first 2003-04 Women's Hockey East Association regular season league game will take place on Thursday evening, October 23, when defending tournament and regular season champion Providence College hosts Northeastern University at 7:00 p.m.

**2nd Annual
Women's Hockey East Association Championships
Presented by PURE HOCKEY**

Matthews Arena — Northeastern University — Boston, MA

Saturday, March 20

Semifinal #1 at 1:00 p.m.

Semifinal #2 at 4:00 p.m.

Sunday, March 21

Championship Final TBA

