



# WHEA PRESS RELEASE

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**For Immediate Release:** Thursday, January 29, 2009

## **WHEA HOSTS THIRD ANNUAL "SKATING STRIDES" OVER THE NEXT TWO WEEKENDS**

**WAKEFIELD, Mass.** -- The Women's Hockey East Association will host its third Annual "Skating Strides Against Breast Cancer" over the next two weekends of WHEA play. Eight games at each of the WHEA campuses have been designated as "Skating Strides" games. All eight teams in WHEA will participate. Special events are planned for each arena, including ceremonial puck drops, check presentations, raffles and silent auctions. Proceeds raised from each of the events will be split between, and donated to, various local breast cancer charities, including: Friends of Mel Foundation, the American Cancer Society's "Making Strides Against Breast Cancer" New England divisions, Vermont Cancer Center, the Maine Affiliate of the Susan G. Komen for the Cure and the Gloria Gemma Foundation.

In the two years of the Skating Strides program, the event has raised nearly \$60,000 dollars. 100% of all proceeds have been donated to foundations providing breast cancer awareness and programs for breast cancer patients and their families.

This weekend, No. 5 ranked Boston College and No. 7 UNH will kickoff the promotion at the Whittemore Center on Thursday night in Durham and then will continue the promotion on Friday night at Conte Forum in the series finale. On Saturday, Maine will entertain Northeastern at Alford Arena in Orono and on Sunday, Providence will face-off against No. 8 Connecticut at Freitas Ice Forum in Storrs.

Schools that will be participating next weekend, include; Northeastern at Providence on Friday, February 6 at Schneider Arena, UConn at Boston University and Providence at Northeastern Saturday, February 7. The program will wrap up with New Hampshire at Vermont on Sunday, February 8 at Gutterson Fieldhouse in Burlington.

In addition to the eight women's programs, all 10 men's teams will join the effort to raise money with special events scheduled at each of their respective arenas during the month of February.

WHEA's Skating Strides Against Breast Cancer was created to both raise money and create awareness in the fight against the devastating disease. "The special thing about this program is that it's a league-wide initiative that encompasses all 18 of our programs. We are proud that they recognize and are involved in raising awareness for breast cancer. The idea came originally from our coaches as a way to establish a greater fan base and work with charities to raise awareness for both the causes and the conference", said Commissioner Joe Bertagna. "The results from the first two years vastly exceeded our expectations and we are looking forward more great results this year."

In the summer of 2007, the program was recognized by the National Association of Collegiate Marketing Administrators at their annual meetings in June of 2007, which awarded the league a gold medal for Single Day Attendance Promotion of an Olympic Sport.

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