



TICKETS FOR FROZEN FENWAY 2023'S MEN'S COLLEGE HOCKEY DOUBLEHEADER NOW ON SALE

First college hockey games to be played at Fenway Park since 2017

BOSTON, MA – September 22, 2022 – Tickets are on sale now for the men's college hockey doubleheader on January 7, featuring Northeastern vs. UConn and UMass vs. Boston College for *Frozen Fenway 2023 presented by Moderna and the U.S. Virgin Islands*.

"We are thrilled for the return of college hockey to Fenway Park," said Brett Miller, Director of Special Events at Fenway Sports Management. "Frozen Fenway is an iconic event in an historic setting that creates a special experience for both athletes and fans. We look forward to the first puck drop this January."

Tickets will start at **\$20** and will be available to purchase at redsox.com/frozenfenway. Visit redsox.com/frozenfenway for additional Frozen Fenway schedule updates.

Saturday, January 7, 2023 (Men's Doubleheader):

- Northeastern vs. UConn at 2:30 p.m.
- UMass vs. Boston College at 6:00 p.m.

On the heels of the 2023 NHL Winter Classic between the Boston Bruins and Pittsburgh Penguins, *Frozen Fenway 2023 presented by Moderna and the U.S. Virgin Islands* will feature some of the most prestigious teams in college hockey. The four participating teams in the January 7th doubleheader have a combined win total of 16 Hockey East Tournaments and 6 NCAA Tournaments.

About Fenway Sports Management (FSM)

Fenway Sports Management (FSM) is a global sports marketing firm that specializes in partnership sales, consulting, and the creation of unique and memorable events and experiences. The company serves as the sponsorship sales arm for FSG's prestigious sports portfolio, including the Boston Red Sox, Liverpool Football Club, the Pittsburgh Penguins, New England Sports Network (NESN), and RFK Racing. In addition to representing FSG's network of properties, FSM also serves as the exclusive marketing agency for LeBron James through a strategic partnership with LRMR Ventures.

Outside of sponsorship sales, FSM serves as the sponsorship consulting agency to several brands, advising them on how to use sports as a platform to realize their business goals through a variety of services including strategy development, negotiation, and activation. The firm is also an industry leader with its Special Events practice which creates, plans, and executes a broad spectrum of unique sports and entertainment events that range from large-scale, public events at iconic sports venues, to private, corporate events.

About Hockey East

The Hockey East Association is an 11-team Division I college men's hockey conference founded in 1984 and a 10-team Division I women's league which began play in 2002-03. The men's league has won 10 NCAA championships in the past 28 years, most recently in 2021. Since 1999, Hockey East has won eight men's NCAA Championships with 17 NCAA Championship Game appearances, while placing 28 teams in the Frozen Four and 77 teams in the NCAA Tournament. Overall, Hockey East has sent 121 teams to the men's NCAA Tournament since its inaugural season, more than any other conference in that span. Hockey East is home to 11 Hobey Baker winners and four Patty Kazmaier winners.

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