



# PRESS RELEASE

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## **Night Shift Brewing Announced As Official Craft Brewery of Hockey East**

*First-Of-Its-Kind Partnership To Provide Academic Scholarship to Athletes*

**AMESBURY, Mass.** - The Hockey East Association announced today the addition of Night Shift Brewing as the Official Craft Brewery of Hockey East. The agreement was secured by Van Wagner, who manages Hockey East’s sponsorship and marketing partners program.

The first-of-its-kind collaboration will see Night Shift provide scholarship funds to the Hockey East Academic Champions, honoring outstanding accomplishments from one men’s and one women’s player both on the ice and in the classroom. As part of the collaboration, Night Shift will brew Hockey East Ale, the first-ever collaboration between the conference and a brewery for its own branded beverage.

Hockey East Ale will be the official beer of Hockey East. This slap shot ale delivers smooth, easy-drinking sips with a hoppy bite that’ll have your taste buds scoring big. Whether you’re rink side, cheering from home, or hanging at Night Shift Lovejoy (the official watch party location), this crisp, crushable beer is the perfect companion for every power play and breakaway moment. Hockey East Ale will be a taproom only draft release debuting on November 8 at the Night Shift Everett (87 Santilli Highway in Everett) and Lovejoy Wharf (1 Lovejoy Wharf in Boston) locations.

In 2025, Hockey East Ale will be available in cans and will join the lineup in Night Shift’s Share the Night Series, a series of limited release beers for good that give back to the community with every sip. A portion of all sales from Hockey East Ale will also go directly into the scholarship fund for the Academic Champions.

Additionally, Night Shift and Hockey East will collaborate in various ways throughout the year, while highlighting both the academic and athletic success of Hockey East athletes. As official partners of Hockey East, Night Shift will sponsor segments on the weekly preview show, “This Week in Hockey East,” broadcast assets, and social media campaigns while the Lovejoy Wharf location will serve as the Official Hockey East Watch Party HQ throughout the 2024-25 season.

To kick off the collaboration, Hockey East and Night Shift are hosting a watch party for the men’s Boston College vs. Maine game on November 8 at the Night Shift Lovejoy Wharf location. The event kicks off a 6:30 p.m. when This Week in Hockey East goes on air. Fans will have the chance to win tickets, swag bags, and have meet and greets will be special Hockey East guests. The following week, there will be a celebration of women’s hockey, featuring more guests and giveaways, when Boston College takes on Boston University on November 16 at 4:00 p.m.

Night Shift Brewing and Hockey East remind all fans and alumni to drink responsibly and to never drink and drive.

### **ABOUT THE HOCKEY EAST ASSOCIATION**

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, most recently in 2021. Since 1999, Hockey East has won eight men’s NCAA Championships with 18 NCAA Championship Game appearances, while placing 31 teams in the Frozen Four and 83 teams in the NCAA Tournament. Overall, Hockey East has sent 127 teams to the men’s NCAA Tournament since its inaugural season, more than any other conference in that span. Hockey East is home to 12 Hobey Baker winners and four Patty Kazmaier winners.

### **ABOUT NIGHT SHIFT BREWING**

Night Shift Brewing has its roots in a small kitchen on Josephine Ave in Somerville, MA. In 2007, Co-Founders Rob, Mike, and Michael began home brewing at night, making beers for friends and family that they hoped were more delicious than the commercial options on shelves. In 2012, the trio moved their hobby to a small Everett warehouse and launched the business. Today, Night Shift Brewing operates locations in Everett and Boston MA, and distributes beer throughout MA, CT, ME, NH, NY, PA, RI, VT, NJ, MD and DC. For more information, please visit [www.nightshiftbrewing.com](http://www.nightshiftbrewing.com) and follow along on Instagram @nightshiftbrewing, @nightshiftlovejoy, @nightshiftbeergardens, @golevel99 and @nightshiftcore.

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