



PRESS RELEASE

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Pro Ambitions to Host Skills Competition During Hockey East Men's Championship

AMESBURY, Mass. – The Hockey East Association and Pro Ambitions announced today a renewed sponsorship agreement that will feature Pro Ambitions hosting a two-round Skills Competition taking place on TD Garden ice during the Hockey East Men's Championship.

"We are excited to continue our long-standing partnership with Pro Ambitions, who has developed many of the star players in Hockey East throughout the years," Hockey East Commissioner **Steve Metcalf**. "This new event will allow us to highlight the outstanding youth hockey talent throughout New England on one of college hockey's biggest stages."

The first round of the Pro Ambitions Hockey East Skills Competition will take place prior to the Hockey East Men's Championship on Saturday, March 21, 2026. The top three participants from the semifinal round will move on to compete in the final during intermission of the championship game in front of the TD Garden crowd.

"We are excited to bring a youth skills competition to one of Hockey East's biggest stages," said **Jeff Serowik**, Pro Ambitions Founder. "Our long-standing partnership continues to grow youth hockey development and celebrate talented players throughout New England and beyond. We look forward to showcasing the skill of youth players and grow their aspirations of playing in Hockey East."

In addition to the two rounds taking place at TD Garden, Pro Ambitions will be hosting separate qualifying rounds throughout the year to gather participants for the Hockey East Men's Championship. More information will be announced at a later date.

If your child is interested in participating, please email info@proambitions.com with the subject line "Pro Ambitions x Hockey East Skills Competition".

ABOUT PRO AMBITIONS HOCKEY

Pro Ambitions Hockey, Inc. founded by former NHL player Jeff Serowik is the largest youth hockey camp outfit in North America and Canada proudly sponsored by Bauer, Boston Bruins, Gatorade, Dunkin Donuts, Hockey East and Mr. Assist. They specialize in youth girls and boys hockey camps targeting players from six to eighteen years of age. Jeff Serowik, NHL player and the founder as well as president has tons of experience in the game to bring to Pro Ambitions Hockey Camps. They provide the tools for children to develop and reach their "summer hockey growth spurt". The methodically developed hockey camp programs train kids in the summer to come back to their teams with the concepts, systems and tools they need to excel as a player.

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. Since 1999, Hockey East has won eight men's NCAA Championships with 19 NCAA Championship Game appearances, while placing 32 teams in the Frozen Four and 89 teams in the NCAA Tournament. Overall, Hockey East has sent 133 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.

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