

CCHA NEWS

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INAUGURAL CCHA CHAMPIONSHIP FAN FEST PRESENTED BY FOLEY & LARDNER DEBUTS MARCH 21-22

FARMINGTON HILLS, Mich. – The Central Collegiate Hockey Association announced today the first annual CCHA Championship Fan Fest presented by Foley & Lardner LLP will take place March 21-22, 2008 at the Wintergarden of the Detroit Marriott Renaissance Center.



The CCHA Fan Fest will include a shooting range, CCHA team lockers and uniform displays, a league trophy exhibit, a Zamboni display, dance floor, conference map display, wireless internet access for fans, a CCHA merchandise area and the CCHA "History Walk".

The CCHA Fan Fest will be open on Friday, March 21 from 10 a.m. - 4 p.m. and will re-open for the CCHA Championship party at 10:30 p.m. The Championship party, presented by Olympia Entertainment and the Detroit Metro Convention & Visitors Bureau, will include live music from the band 9 House featuring former NHL player Kraig Nienhuis. Fans will also have an opportunity to explore the Fan Fest during the Championship Party.

"It's a fun night of entertainment. People get to come and see live entertainment and socialize with other hockey fans and enjoy the camaraderie of a sporting event outside of the arena. Hockey people love being around other hockey people and this is an opportunity for everyone to come and enjoy each other's company and have some fun," CCHA Commissioner Tom Anastos said.

The Fan Fest will also be open on Saturday, March 22 from 10 a.m. - 3 p.m.

"It gives fans a direct connection to the event beyond just the games," said Anastos. "It's an opportunity for them to see players, coaches and people involved with the teams and a chance to participate in the event beyond the in-game experience.

"The ultimate goal is to get people more connected with the college hockey experience. We hope having a presence like this within our host hotel, the Detroit Marriott Renaissance Center, in a cool environment, on the riverfront, in the world headquarters of General Motors, creates an atmosphere that is fun for people to participate in and enjoy a broader college hockey experience that just the game."

The Fan Fest and CCHA Championship Party are free and open to the public.

For more information on the CCHA Fan Fest or Championship Party, visit CCHA.com or call the CCHA Office at (248) 888-0600.



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