



FOR IMMEDIATE RELEASE
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2012 ECAC HOCKEY MEN'S CHAMPIONSHIP **ALL-SESSION TICKETS ON SALE NOW**

March event to be contested at Boardwalk Hall

Atlantic City, NJ – On **March 16 & 17, 2012** ECAC Hockey returns for a weekend of college hockey championship action. The event marks the second year of a three year commitment by Atlantic City to host the conference championship and will bring four teams from the elite ECAC Hockey conference to Boardwalk Hall. Two games will be contested Friday, March 16 and two games will be played Saturday, March 17.

All-session tickets are priced at \$42 for upper level seats, \$52 for lower level seats and \$87 for first two rows on the glass. Tickets for family-friendly no-alcohol sections are \$52. Tickets can be purchased at the Boardwalk Hall Box Office, all Ticketmaster outlets, by calling 800-736-1420 or at www.ticketmaster.com

“ECAC Hockey was a huge success last year and I’m sure that 2012 games will be even bigger,” said Jeff Vasser, president, Atlantic City Convention & Visitors Authority. “The addition of hockey to Boardwalk Hall in March, which includes the NJ State Wrestling Championships and A10 Men’s Basketball, makes for an action-packed month of sporting events that everyone can enjoy.”

ECAC Hockey includes Division I hockey teams from the following institutions: Brown, Clarkson, Colgate, Cornell, Dartmouth, Harvard, Princeton, Quinnipiac, Rensselaer, St. Lawrence, Union, and Yale. For more information about ECAC Hockey, visit www.ecachockey.com.

Boardwalk Hall has a longstanding relationship with the exciting sport of ice hockey. More recently, in 2010 and 2011, pro hockey returned to the seaside entertainment center for a five-game mini-series featuring the New Jersey Devils minor league teams. In a 4-2 victory on December 5 the Albany Devils defeated the Adirondack Phantoms, the Philadelphia Flyers

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AHL team, before a crowd of more than 5,000 enthusiastic fans. Later games brought the Albany and Trenton Devils back to face off against teams from Hershey, Wilkes-Barre/Scranton, Norfolk, and Wheeling. Last week the AHL announced that the 2012 AHL

All-Star Classic would be played at Boardwalk Hall January 29 and 30, marking the first-ever appearance of the AHL's showcase at a venue outside a league city.

In March of 2011, the ECAC Hockey Championship made its debut at Boardwalk Hall. After four games the Yale Bulldogs emerged as victors, winning its second title in the last three years and beating out the defending champion, Cornell Big Red, 6 – 0. In the consolation game Dartmouth defeated Colgate 5 – 3. The Championship was presented by the Atlantic City Convention & Visitors Authority and the final game was televised live by CBS College Sports.

Steve Hagwell, Commissioner ECAC Hockey, said "last season's partnering with both SMG and the Atlantic City Convention & Visitors Authority to host our men's championship at Boardwalk Hall was a special experience. Atlantic City allows for a unique and memorable tournament on and off the ice for student-athletes and fans. We are delighted to be back in the historic venue and look forward to a great event."

The Atlantic City Convention & Visitors Authority serves as the destination's principal marketing arm, stimulating economic growth through convention, business and leisure tourism development. The Authority oversees the management of the Atlantic City Convention Center and Boardwalk Hall. The Authority is the first destination marketing organization in New Jersey to achieve prestigious Destination Marketing Accreditation by the Destination Marketing Association International. For complete Atlantic City information, visit www.atlanticcitynj.com. Also follow us on Facebook at www.facebook.com/AtlanticCityNJ.

Historic Boardwalk Hall, which first opened in 1929, underwent a three year, \$90 million renovation to transform the building into a modern special events arena capable of variable seating for up to 14,770 people. Listed on the National Register of Historic Landmarks, Boardwalk Hall's renovation produced a glimpse into the dramatic and original Roman Renaissance style, while providing a 21st century experience in terms of comfort and amenities. Upon its reopening in 2001, it has been recognized as the destination's premier entertainment venue, known for high profile concerts, family shows, and sporting events. SMG manages Boardwalk Hall on behalf of its client, the Atlantic City Convention & Visitors Authority. Visit us at www.boardwalkhall.com for more information. For destination information about Atlantic City, please visit www.atlanticcitynj.com

ECAC Hockey boasts elite student-athletes and teams from 12 of the nation's most prestigious institutions – Brown University, Clarkson University, Colgate University, Cornell University, Dartmouth College, Harvard University, Princeton University, Quinnipiac University, Rensselaer Polytechnic Institute, St. Lawrence University, Union College, and Yale University. For more information about ECAC Hockey, check out www.ecachockey.com.