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## 2011 ECAC HOCKEY MEN'S CHAMPIONSHIP TICKETS ON SALE AT BOARDWALK HALL

**Atlantic City, NJ** – All-session tickets for the 2011 ECAC Men's Hockey Championship are on sale now! ECAC Hockey will drop the puck to launch the two day NCAA Division I Men's Championship Friday, March 18, 2011. It was announced previously that Atlantic City was selected to host the tournament for three years beginning in 2011. The event will bring the elite ECAC Hockey conference, comprised of 12 of the most prestigious men's ice hockey programs in the nation, to the city that's always turned on. The 2011 Championship marks the 50<sup>th</sup> anniversary of ECAC Hockey.

Two day All-session tickets are priced at \$85.00 for front row seats, \$50.00 for lower seats and \$40.00 for seats in the upper level. Tickets for family friendly, no-alcohol sections are also available for \$50.00.

This year's Championship, contested in Albany, New York March 19 and 20, saw Cornell's Big Red blank the Dutchman of Union 3 - 0 in the final game, earning its 12<sup>th</sup> title in school history. Earlier in the day, the Brown Bears defeated the St. Lawrence Saints 3 – 0 to win third-place honors.

ECAC Hockey consists of 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](http://www.ecachockey.com).

"I'm sure I speak for a lot of people when I say it's great to see ice hockey back in Atlantic City," said Jeff Vasser, president of the Atlantic City Convention & Visitors Authority. "ECAC Hockey will build off the success of the Atlantic 10 Men's Basketball Championship, and contribute to Atlantic City's reputation as a popular destination that features top quality sporting events"

Boardwalk Hall enjoys a life-long association with ice hockey dating back to December 28, 1929 when Ottawa faced off against the New York Rangers. The following year saw the debut of the first of Boardwalk Hall's two home hockey teams, the Atlantic City Seagulls, who played until 1952.

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Following the \$90 million renovation to Boardwalk Hall, the ECHL-affiliated Boardwalk Bullies took to the ice in October 2001 and won the Kelly Cup in 2003. In between, an NHL pre-season game was contested in 1982, but Atlantic City hockey had its biggest audience ever in 1933. On March 1, the Seagulls hockey team played the New York Rangers before the largest crowd at that time to see a hockey game. 22,157 people turned out for a benefit, bearing groceries and store orders for food, clothing and fuel in lieu of an admission charge. All items were turned over to the A.C. Chapter of the American Red Cross. The pro team Rangers defeated the amateur league Sea Gulls 6 - 2.

“We had a great tournament this weekend and we’re looking forward to being in Atlantic City next year,” said ECAC Hockey Commissioner Steve Hagwell. “The games should look great in Boardwalk Hall and the excitement of the continuing NCAA Tournament may help spur some early ticket sales for the 2011 ECAC Hockey Championship.”

As a special incentive for hockey fans, \$10 discounts on All-session tickets will be available for lower and upper level tickets through April 11, the day following the Frozen Four, to be contested in Detroit, Michigan. Tickets for the 2011 ECAC Hockey Men’s Championship can be purchased from the Boardwalk Hall Box Office, all Ticketmaster locations, by calling 800-736-1420 or at [ticketmaster.com](http://ticketmaster.com).

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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](http://www.atlanticcitynj.com). Also follow us on Facebook at [www.facebook.com/AtlanticCityNJ](http://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](http://www.boardwalkhall.com) for more information. For destination information about Atlantic City, please visit [www.atlanticcitynj.com](http://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](http://www.ecachockey.com).