



FOR IMMEDIATE RELEASE

“THIS WEEK IN THE WCHA” RETURNS TO THE AIRWAVES
Long-running weekly radio show makes season debut Friday, Oct. 10

EDINA, Minn. – Oct. 10, 2014 – The Western Collegiate Hockey Association (WCHA) is pleased to once again provide its long-running weekly radio show – “This Week in the WCHA” – every Friday during the regular season, Commissioner Bill Robertson announced today. The show will make its 2014-15 debut with today’s broadcast (Friday, Oct. 10).

Hosted by longtime Twin Cities sports personality Jim Rich and produced by Kevin Falness of the Minnesota Wild Radio Network, “This Week in the WCHA” provides an inside look around the league. Running six to seven minutes in length, the show features exclusive interviews, a preview of upcoming games, and a recap of key moments and highlights from live game broadcasts – including goals, big saves and post-game sound.

“Fans around the league know they can count on ‘This Week in the WCHA’ for in-depth analysis of their favorite team, while also gearing up for the next games by reliving the biggest moments of the past weekend,” said Robertson. “We look forward to Jim and Kevin continuing to capture all the intensity, passion and excitement of WCHA hockey.”

“This Week in the WCHA” is available via wcha.com and on various outlets throughout the upper Midwest, across the Minnesota Wild Radio Network and in the league’s 10 media markets. To be included on the show’s distribution list, please contact Kevin Falness (kfalness@wild.com or 651-755-5161).

About Western Collegiate Hockey Association (WCHA)

The Western Collegiate Hockey Association, among the most historic, tradition-rich and successful conferences in all of collegiate athletics, proudly marks its 63rd season of men’s competition in 2014-15. Covering five time zones and more than 4,200 miles, the 10-team Division 1 conference consists of the University of Alabama in Huntsville (Chargers), the University of Alaska Anchorage (Seawolves), the University of Alaska (Nanooks), Bemidji State University (Beavers), Bowling Green State University (Falcons), Ferris State University (Bulldogs), Lake Superior State University (Lakers), Michigan Technological University (Huskies), Minnesota State University (Mavericks) and Northern Michigan University (Wildcats).

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