

WESTERN COLLEGIATE HOCKEY ASSOCIATION

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HOME OF A RECORD 36 MEN'S NATIONAL CHAMPIONSHIP TEAMS SINCE 1951

1952, 1953, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1968, 1969, 1973, 1974, 1975, 1976, 1977, 1979, 1980, 1981, 1982, 1983, 1987, 1990, 1991, 1997, 2000, 2002, 2003, 2004, 2005, 2006

CONFERENCE MEMBERS

University of Alaska Anchorage

Bemidji State University

Colorado College

University of Denver

Michigan Tech University

University of Minnesota

University of Minnesota Duluth

Minnesota State University

University of Nebraska Omaha

University of North Dakota

St. Cloud State University

University of Wisconsin

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September 15, 2010/For Immediate Release

WCHA RELEASES NEW-LOOK LOGO, CAMPAIGN SLOGAN FOR MEN'S 2010-11 SEASON

MADISON, Wis. – The Western Collegiate Hockey Association (WCHA) is pleased to release a new-look logo and campaign slogan for the upcoming men's 2010-11 season.

Produced in conjunction with Adrenalin, Inc. of Denver, Colo., the WCHA logo features a more prominent 'W' to emphasize 'Western' as well as a new silver outline of the traditional black logo.

"As we enter into a new era in the Western Collegiate Hockey Association, one that will feature new men's member teams, new member team arenas, a new format for our Final Five, and the all-new WCHA.com, we are thrilled to also unveil this newly modernized version of the Association logo as well as an exciting campaign theme for 2010-11," said Commissioner Bruce M. McLeod.

"Our slogan for the new season – 'Just Got Tougher' – is a reflection on how we feel about the addition of new league members Bemidji State University and University of Nebraska Omaha. Those two programs not only make us (WCHA) bigger and better but they also make us even more competitive. If you thought we were good at 10, just try 12."

"In the rapidly changing landscape of college sports, the WCHA remains the premier college hockey league, so the need for a refined logo and positioning tag line was imperative," said Dan Price, Principal/President of Adrenalin, Inc. "Our team analyzed the current logo and made modifications that are representative of the league's direction. More emphasis was placed on the 'W' to pay homage to the league's name, new colors were introduced to encapsulate the talent, toughness and power of the league's teams, and the player graphic was refined for more clarity in all applications."

The 12-team men's WCHA consists of University of Alaska Anchorage, Bemidji State University, Colorado College, University of Denver, Michigan Technological University, University of Minnesota, University of Minnesota Duluth, Minnesota State University, University of Nebraska Omaha, University of North Dakota, St. Cloud State University and University of Wisconsin.

– WCHA –

