



**FOR IMMEDIATE RELEASE**

## **WCHA ANNOUNCES LEIGHTON BROADCASTING AS OFFICIAL RADIO PARTNER FOR 2015 FINAL FACE-OFF**

***Premier league championship in women's college hockey to air live on KNOX Radio***

EDINA, Minn. – Jan. 21, 2015 – As the league's jewel event returns to Ralph Engelstad Arena and Grand Forks, N.D., the women's Western Collegiate Hockey Association (WCHA) and Commissioner Aaron Kemp today announced that KNOX Radio (1310 AM and 107.9 FM) and Leighton Broadcasting will serve as the exclusive radio promotional and broadcast partner for the 2015 WCHA FINAL FACE-OFF.

Beginning immediately, KNOX Radio will elevate the 2015 WCHA FINAL FACE-OFF through on-air, social media assets, online promotions, ticket giveaways and exclusive interviews. KNOX-AM (1310) will also serve as the live radio home for all three games of the WCHA's playoff championship – the premier league championship in women's college hockey. The winning team receives the league's automatic berth to the eight-team NCAA tournament.

"KNOX Radio and Leighton Broadcasting are local institutions in the unparalleled hockey community of Grand Forks," said Kemp. "We could not ask for a better partner to assist us in highlighting the many great stories of the WCHA's outstanding student-athletes, coaches and institutions. We look forward to having the FINAL FACE-OFF and our fantastic brand of hockey delivered to our fans via KNOX Radio."

"Leighton Broadcasting and KNOX radio is thrilled to be covering the WCHA Women's FINAL FACE-OFF March 7<sup>th</sup> and 8<sup>th</sup> at the Ralph Engelstad Arena," said Jeff Hoberg, General Manager at Leighton Broadcasting. "The community of Grand Forks and KNOX Radio will roll out the red carpet and make this an unforgettable experience for the players and fans alike."

The 2015 WCHA FINAL FACE-OFF will be held March 7 and 8 at the Ralph Engelstad Arena in Grand Forks, N.D. All-tournament and single-season ticket packages are available at a variety of fan friendly prices and can be purchased by visiting the Ralph Engelstad Arena box office, Ticketmaster Ticket Centers, by calling 800-745-3000 or online at ticketmaster.com.

With five weeks remaining in the regular season, three WCHA teams are in the top 10 of the national rankings: No. 2 Minnesota, No. 4 Wisconsin and No. 6 Minnesota Duluth. While the front-running Gophers lead the Badgers by just two points in the league standings, only seven points separate four teams – the Bulldogs, Ohio State, Bemidji State and North Dakota – that are jostling for the final two home ice playoff positions.

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### ***About KNOX Radio and Leighton Broadcasting***

Leighton Broadcasting is a marketing company with broadcasting stations in three markets: Grand Forks, North Dakota, Detroit Lakes, Minnesota and St. Cloud, Minnesota. In addition to traditional media we also offer full-service creative, promotional items and apparel, event marketing and digital interactive services. We are heavily involved in the communities we serve and are dedicated to the growth and success of the communities and clients we serve.

### ***About Western Collegiate Hockey Association (WCHA)***

The women's Western Collegiate Hockey Association has won a record 14 national championships in 15 years since its inception in 1999, while producing six Patty Kazmaier Award winners, 70 All-Americans and numerous Olympic and international team members. The eight-team Division 1 conference consists of: Bemidji State University (Beavers), the University of Minnesota (Golden Gophers), the University of Minnesota Duluth (Bulldogs), Minnesota State University (Mavericks), the University of North Dakota, Ohio State University (Buckeyes), St. Cloud State University (Huskies) and the University of Wisconsin (Badgers).

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