



PRESS-RELEASE
european@hockeyclubs.eu

Alliance of
EUROPEAN HOCKEY CLUBS
@EHCAlliance www.eurohockeyclubs.com

12 February 2018

E.H.C. Alliance and Warrior Sports to recognize sportsmanship, dedication and community service in new award as part of three-year partnership

GOTHENBURG, Sweden – The Alliance of European Hockey Clubs (E.H.C.) and ice hockey equipment manufacturer Warrior Sports Inc. have announced a three-year partnership. The two parties have, as part of this cooperation, introduced an annual award to promote European club hockey and to manifest the Alliance's and Warrior's commitment to sustainability and good values in hockey.

The Warrior of the Year Award shall be annually awarded to the player *who best exemplifies the qualities of sportsmanship and dedication, combined with a community service and involvement and with high standard of playing ability.*

The recipient will be announced at E.H.C. European Hockey Awards dinner in Prague, Czech Republic on June 12, 2018, along with the three other awards introduced by the E.H.C. Alliance, namely: Fjällräven Young Player of the Year, Globetrotter Coach of the Year and Hanwag Club of the Year.

"It was important for the E.H.C. Alliance to introduce an award where we recognize character and commitment as a complement to our three existing awards which focus on elite performance," said Marc Lüthi, E.H.C. President. "We are pleased to have acquired a premier partner in Warrior, who shares these ideals."

"Following our earlier partnership with the Champions Hockey League, the opportunity to also work together with the E.H.C. Alliance furthermore underlines Warrior's commitment to European club ice hockey," said Stuart Proud, International Financial Controller, Warrior Sports Inc. "After football, ice hockey is the second biggest spectator team sport in Europe and with this partnership we manifest principles which we feel should be associated with such a popular movement."

OFFICIAL PARTNERS



About the Alliance of European Hockey Clubs: The alliance was formally founded on 13 June 2016 at the E.H.C.'s first Annual General Meeting in Berlin, by some 70 clubs from 13 European countries. Ice Hockey thus became the third major European team sport, after football's European Club Association (ECA) and Forum Club Handball (FCH), to found a club alliance with the mandate to look after and promote the interests of the professional hockey clubs and represent them internationally. The E.H.C. currently has 81 member clubs from 13 European countries.

About Warrior Sports Inc.: Founded in 1992 by former champion lacrosse player David Morrow, Warrior was acquired by the privately-held company New Balance Athletic Shoe, Inc. in 2004. Since then Warrior acquired Innovative Hockey (Mexico), MIA (Canada) & Montreal Sports (Finland) and has expanded into revolutionary high-performance, cutting-edge, ice hockey equipment which is used by pros around the world in all elite professional leagues. As a result of this, internationally, over recent years the brand awareness of Warrior has significantly increased and continues to do so.

For more information:

Szymon Szemberg
E.H.C. Managing Director
Phone: +46.705.875687
szemberg@hockeyclubs.eu

OFFICIAL PARTNERS

