



**UNDER ARMOUR
HOCKEY LEAGUE**



**FOR IMMEDIATE RELEASE
January 15, 2020**

Under Armour Hockey League Announces New Tier 1/AAA Hockey League.

As of January 15, 2020, the Under Armour Championship Series is proud to announce the creation of the Under Armour Hockey League. This league is a new Tier 1/AAA hockey league for Tier 1 Programs at the 14U, 15U, 16U and 18U age levels with the inaugural season of 2020-2021.

The focus of the Under Armour Hockey League is to start a league with like-minded operators/programs that develop stronger competition, more meaningful games with increased exposure. The UA Hockey League focuses on bringing new ideas to the Tier 1/AAA environment when it comes to league structure, format, travel, competition and overall experience. The UA Hockey League takes into consideration our athletes and families when related to travel, costs, more home games and missed school days.

“It is our pleasure to have a partnership with Under Armour and the Under Armour Championship Series with our newly formed Tier 1 Hockey League. Through this partnership, we will collaborate to develop sustainable, cost effective and meaningful competition around compelling Tier 1 Hockey Experiences to benefit clubs and teams alike. Under Armour believes in our league, in our players and in our vision for a master AAA plan across the United States. We look forward to connecting them with premiere AAA clubs and events around the country” said Kevin Mann, UAHL Senior League Advisor.

The Under Armour brand is no stranger to competition: the 24 year old footwear, sports and apparel brand has always been a game changer and has never wavered in its commitment to overdeliver on exceptional quality at an accessible price point. Its new flagship creative campaign, "The Only Way is Through" and "Protect this House," reflects consumers' excitement of celebrating competition and will be brought to life through the new **Under Armour Hockey League** programming.

“We are excited for the roll out of the UA Hockey League as the premier amateur hockey league in the US. We expect it to be the role model for all our sports in THEUACS.COM family” said Tate Shetterly – CEO Under Armour Championship Series.

If you're interested in being a Member of the Under Armour Hockey League or a Guest Team at one of our events for the 2020-2021 season please submit the Membership or Guest Application by visiting our website UAHockeyLeague.com.

About Under Armour, Inc.

Under Armour, Inc., headquartered in Baltimore, Maryland, is a leading inventor, marketer and distributor of branded athletic performance apparel, footwear and accessories. Powered by one of the world's largest digitally connected fitness and wellness communities, Under Armour's innovative products and experiences are designed to help advance human performance, making all athletes better.

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