Lasting partnerships with Olympia Entertainment and FSN Detroit, the debut of College Hockey Breakaway Weekend and the continued broadening of youth and fan involvement all serve as testament to the innovative and dynamic role that the Central Collegiate Hockey Association continues to play on the national hockey scene.

The CCHA’s partnership with Olympia Entertainment, has a longstanding commitment from FSN Detroit to showcase the league’s dozen schools in a professionally produced Game of the Week. The regular season conference television show, CCHA Weekly, on FSN Detroit gets the same treatment, in terms of programming, quality as that enjoyed by professional sports. In 2002, FSN Detroit was honored for its exclusive coverage of the Oct. 15, 2001 outdoor college hockey game at Detroit’s Joe Louis Stadium in East Lansing, Mich.

The 2004-05 season marked the exciting debut of the College Hockey Breakaway Weekend on FSN regional networks, DirectTV and Fox College Sports. Featuring unprecedented comprehensive coverage of multiple collegiate hockey appearances, the coverage consisted of live semifinals and championship game telecasts from the CCHA and WCHA tournaments, plus continuous in-game updates from other leagues’ post-season events. The College Hockey Breakaway Weekend reached 50 million homes.

The live games on College Hockey Breakaway Weekend were simulcast from the CCHA Super Six, as well as the Xcel Energy Center in St. Paul, host facility of the WCHA Final Five. In addition to the FSN Detroit partnership, the CCHAs television exposure continues to grow through programming pacts signed during the 2003-04 season with College Sports Television (CSTV) and Ontario, Canada-based Leafs TV. The CCHA was the 22nd college conference, and the first hockey conference, to strike an agreement with the nation’s first 24-hour cable network dedicated exclusively to college sports. Meanwhile, a wide-ranging menu of games is a staple of action found on Leafs TV, which is owned and operated by the parent company of the NHL’s Toronto Maple Leafs. The CCHA’s television agreement, a testament to the league’s enduring influence, continue to expand well-developed strategies in television, print, radio and internet media. The “Inside the CCHA” radio show, produced in cooperation with AM 1270, “The Sports Station,” in Detroit, Mich., was aired in seven CCHA markets this season, and also available weekly on the league’s official web site CCHA.com, which offers fans, scouts, players and parents something new every day throughout the season, continuously interacting with the fans.

The 2005-06 season was the first spent in the first round of the NHL draft by a CCHA player, as 15 players were selected in the 2006 NHL draft, on national television. The first-rounders in all college hockey, the 2004-05 season was the first spent in the first-round of the NHL draft by a CCHA player, as 15 players were selected, on national television.

The College Hockey Breakaway Weekend, a partnership between the Central Collegiate Hockey Association and Olympia Entertainment, hit the AM 1270, “The Sports Station,” in Detroit, Mich., was aired in seven CCHA markets this season, and also available weekly on the league’s official web site CCHA.com, which offers fans, scouts, players and parents something new every day throughout the season, continuously interacting with the fans.

The CCHA Road to the Joe tour, a combined marketing effort of the Central Collegiate Hockey Association and Olympia Entertainment, hit the arena circuit for its third run. The “Road to the Joe” tour, created to promote the CCHA Playoff Championship at Joe Louis Arena, consists of a mobile display, the Mason Cup Playoff Championship poster, a Tournament Fan Guide, ticket brochures, a hat giveaway and an Enter-to-Win contest. Fans had the opportunity to have their picture taken with ‘College Hockey at the Joe’ Mascot and the Mason Cup Trophy.

In addition to the popular CCHA Kids’ College Classic, a youth tournament that runs in conjunction with the CCHA Championship, the 2004-05 season saw the introduction of the CCHA Mite Jamboree. Each of the 24 mite teams participating in the Mite Jamboree, which is sponsored by RBK Hockey, play a game at Joe Louis Arena the weekend prior to the CCHA Championship.

The CCHA Mite Jamboree was created as a means for mite teams to celebrate the end of their seasons, or mite teams do not play in a statewide tournament, as well as serving as an outlet to enhance youth involvement and interest in CCHA hockey. The CCHA’s reputation as a primary developer of professional hockey talent is backed by impressive statistical evidence. Six CCHA players have been selected, on national television.

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