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Detroit Selected to Host NCAA Men's Frozen Four in 2010

Detroit, Mich.--Detroit has been selected to host the National Collegiate Athletic Association (NCAA) Men's Frozen Four hockey tournament for 2010, the Detroit Metro Sports Commission (DMSC) announced today. The games will be held at Ford Field and are tentatively scheduled for April 8 and 10.

The economic impact to a city in hosting the Frozen Four is estimated at \$10 million, but the number could increase based on Ford Field's larger capacity compared to past Frozen Four facilities.

"The Central Collegiate Hockey Association is extremely excited to be part of another major sporting event that is coming to Detroit," said CCHA Commissioner Tom Anastos. "The Frozen Four at Ford Field will provide an incredible platform for us to showcase our sport. Most importantly, it will provide us with the opportunity to create an experience of a lifetime for those student-athletes who participate in it, and for the fans in attendance."

Detroit Lions Executive Vice President and Chief Operating Officer Tom Lewand added, "We are extremely pleased that the NCAA has awarded the City of Detroit their Frozen Four championship games. We are certain that Ford Field will provide an unparalleled experience for both the players and fans in the heart of Hockeytown, and we look forward to showcasing the diversity and uniqueness of our world-class stadium."

"The City of Detroit is honored and thrilled at our selection to host the 2010 NCAA Men's Frozen Four," said Detroit Mayor Kwame M. Kilpatrick. "Detroit is the ideal choice for collegiate hockey's most prestigious tournament because of our strong community and corporate support. We're eager to showcase Detroit's new development and sports traditions."

Detroit Metro Sports Commission Executive Director Dave Beachnau added, "Landing this prestigious event will enhance Detroit's reputation as a leading city for sporting events, and build on the momentum of metro Detroit hosting the 2004 Ryder Cup, 2005 Major League Baseball All-Star Game, Super Bowl XL in 2006 and NCAA Men's Basketball Final Four in 2009 and other marquee sporting events.

"We're proud to welcome the participants of this tournament and illustrate through our strong hockey fan base and hospitality why Detroit has earned the name 'Hockeytown,'" Beachnau said.

The NCAA Frozen Four consists of two semifinal games and a championship contest to determine a Men's Division I Ice Hockey champion. The event is currently televised on ESPN.

The Central Collegiate Hockey Association is the host conference for the bid. In addition to the CCHA, the bid process was coordinated by the Detroit Metro Sports Commission, Ford Field and The Detroit Lions.

Other cities that bid on the Frozen Four include: Boston, Philadelphia, St. Paul, Tampa and Washington D.C. Other successful Frozen Four sites included: Washington D.C., 2009; St. Paul, 2011; and Tampa, 2012. Detroit's team made the bid presentation in Indianapolis on June 8 and 9, 2005.

The Detroit Metro Sports Commission is a subsidiary of the Detroit Metro Convention & Visitors Bureau (DMCVB). The DMCVB is a private, nonprofit organization whose mission is to market and sell the metropolitan Detroit area on a worldwide basis as a destination for leisure and business travel including conventions, trade shows, corporate meetings, amateur and professional sports events, tours and incentive travel to maximize additional visitors, visitor expenditures, state and local tax revenues, and job opportunities. More than 700 businesses are represented in the DMCVB's membership. The DMCVB was founded in 1896 as the world's first convention and visitors bureau.

FUTURE NCAA MEN'S FROZEN FOUR SITES

2006	Milwaukee	Bradley Center
2007	St. Louis	Savvis Center
2008	Denver	Pepsi Center
2009	Washington	MCI Center
2010	Detroit	Ford Field
2011	St. Paul	Excel Energy Center
2012	Tampa	St. Pete Times Forum

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