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## ECAC Lacrosse League Announces “Game of the Week” Television Package

### Five Game Schedule Debuts Saturday, March 20 with Air Force at Loyola

CAPE COD, Mass. – Commissioner of the Eastern College Athletic Conference (ECAC) Rudy Keeling announced today that the conference will have a five game television package during the 2010 ECAC Lacrosse season.

“The ECAC is thrilled to be able showcase the talents of the student-athletes in our lacrosse league on national television,” said ECAC Commissioner Keeling. “Not only will being on television create a positive atmosphere for the games, but it will also allow the country to see how competitive our league is.”

The season-long package features some of the best lacrosse teams in the nation, including several top 25 teams battling for conference supremacy. Legendary lacrosse broadcaster Leif Elsmo, who has announced lacrosse games for more than 20 years, will be the primary broadcaster for all five games.

The “Game of the Week” debuts on Saturday, March 20 at 1:00 p.m. EST, with Air Force traveling to Baltimore, Md. to take on Loyola University Maryland at the Ridley Athletic Complex.

On Saturday, March 27 Fairfield will host Hobart College in an ECAC grudge match. The third game pits two of the conference’s favorites as Ohio State takes on Loyola on Saturday, April 3 at 2:00 p.m. Quinnipiac will travel to the University of Denver on Sunday, April 11, with that game being broadcast at 11:00 a.m. MST and 2:00 p.m. EST. The last game of the package will be on Saturday, May 1 as the Buckeyes of Ohio State host Bellarmine at 1:00 p.m. at Ohio Stadium.

These five games will be broadcast to over 60 million homes across the United States, playing in more than 15 states. The list below details what networks will be airing each ECAC Lacrosse League game. Additional affiliates and broadcasts in your local area may be added prior to the season. Please check back with [www.ecaclacrosse.com](http://www.ecaclacrosse.com) for updates.

Date	Game	Time	Networks
March 20	Air Force at Loyola (Md)	1:00 p.m. EST	MASN, TWC SportsNet, TW Sports 26, TWC 3, Cox Sports TV New England, Comcast SportsNet New England, Bright House Sports Network, Cox 3, Metro Sports (TX), Fox College Sports, At Sports TV Network, Comcast Entertainment Television, DIRECTV, DISH, AT&T
March 27	Hobart at Fairfield	1:00 p.m. EST	MASN, TWC SportsNet, TW Sports 26, TWC 3, Cox Sports TV New England, Comcast SportsNet New England, Bright House Sports Network, MSG+Plus,

			Cox 3, Metro Sports (TX), Fox College Sports, At Sports TV Network, DIRECTV, DISH, AT&T
April 3	Ohio State vs. Loyola (Md)	2:00 p.m. EST	MASN, SportsTime Ohio, TWC SportsNet, TW Sports 26, TWC 3, Cox Sports TV New England, Comcast SportsNet New England, Bright House Sports Network, Cox 3, Metro Sports (TX), Fox College Sports, At Sports TV Network, Directv, Dish, AT&T
April 11	Quinnipiac at University of Denver	11:00 a.m. MST 2:00 p.m. EST	MASN, TWC SportsNet, TW Sports 26, TWC 3, Cox Sports TV New England, Comcast SportsNet New England, Bright House Sports Network, MSG+Plus, Cox 3, Metro Sports (TX), Fox College Sports, Comcast Entertainment Television, At Sports TV Network, DIRECTV, DISH, AT&T
May 1	Bellarmine at Ohio State	1:00 p.m. EST	MASN, TWC SportsNet, TW Sports 26, TWC 3, Cox Sports TV New England, Comcast SportsNet New England, Bright House Sports Network, Cox 3, Metro Sports (TX), Fox College Sports, Sports Time Ohio, Wazoo Sports Network, At Sports TV Network, DIRECTV, DISH, AT&T

Network	Territory	Households
MASN	DC; MD; VA; DE; PA; NC	5,500,000
SportsTime Ohio	OH; WV	4,000,000
MSG + PLUS	NY; NJ; CT	9,700,000
TWC SportsNet	Buffalo, NY	330,000
TWC SportsNet	Rochester, NY	310,000
TW Sports 26	Syracuse, NY	500,000
TWC 3	Albany, NY	425,000
Cox Sports TV New England	RI; CT	450,000
Comcast SportsNet, New England	MA; RI; CT; ME; NH; VT	4,600,000
Bright House Sports Network	Tampa; Orlando	1,600,000
Cox 3	Orange County, CA	350,000
Metro Sports, Texas	Dallas	500,000
Fox College Sports	National	10,000,000
At Sports TV NETWORK	National	10,000,000
Wazoo Sports Network	Kentucky	450,000
Comcast Entertainment Television	Colorado	750,000
DIRECTV; DISH; AT&T	National	5,200,000
Mountain West Conference Network	CO; NM; NV; UT; WY; CA; TX	7,000,000

#### About the ECAC®

The ECAC is the nation's largest athletic and the only multi-divisional conference in the country with approximately 300 Division I, II, and III colleges and universities. The ECAC membership covers 16 states and stretches from Maine to North Carolina and westerly to Illinois. Established in 1938, the ECAC, a non-profit service organization, sponsors nearly 100 championships in 37 men's and women's sports and assigns more than 4,400 officials in 12 sports. The ECAC also administers nine affiliate sports organizations and six playing leagues. Through the public relations arm of the conference, more than 2,000 student-athletes are recognized. Finally, the ECAC serves as the primary conference for select members in the sports of men's ice hockey, women's ice hockey, and men's lacrosse.

#### About the ECAC® Lacrosse League

Established in 1999, the ECAC Lacrosse League is a Division I men's lacrosse league. In 2005, Hobart College and Loyola University (Md.) joined the ECAC. Fairfield University joined the league in 2006. In 2010, the league added Ohio State, Denver, Air Force, Quinnipiac and Bellarmine.

For the latest news, information, and statistics about the ECAC Lacrosse League, go to the league's website: [www.ecaclacrosse.com](http://www.ecaclacrosse.com). Follow the ECAC Lacrosse League on Facebook and Twitter.