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3ICE Touring Hockey League Delays Inaugural Season To '22

By Mark J. Burns
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Three-on-three pro hockey league 3ICE is postponing its inaugural season a year to '22, according to CEO & Founder **E.J. Johnston**. He cited uncertainties related to the COVID-19 pandemic, including fans' inability to attend games, for the delay from the original start date of June 20, 2021. Johnston said having people in buildings for the touring league is the "biggest thing for us as we launch this brand," and an "important part of our business model." The inaugural '22 season will launch with eight weeks of games, then a week hiatus before a championship weekend. The nine selected cities will be announced in the latter half of '21.

Meanwhile, California-based ICM Partners is representing 3ICE on its global media-rights deal and other content opportunities, such as a reality series. Johnston expects to announce an international media deal by the end of Q2. CBS Sports currently has U.S. distribution; TSN and RDS in Canada.