



Brent A. Belanger

AEA Commissioner

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PUBLIC ANNOUNCEMENT

Refocused and moving forward. Special SPCXXII promotion to all tournament captains.

August 24, 2025 Announcement

The AEA is focused on the future of our “*beer league*” tournaments and events. As we look towards the future, we are driven to build upon our own previous successes - reintroduce other services to better represent ourselves and those in our hockey community.

Our first and primary focus is to bring high quality hockey jerseys back to west Michigan and all surrounding areas. Since 2019, we’ve struggled with local competition and not being able to compete with the prices being offered by them. As the market changed, household income was affected greatly, making it difficult to compete in the jersey market. We were quite literally forced out of the jersey industry. Our previous partnership was great, but the public was in need of something more affordable. Unfortunately, I wasn’t able to deliver upon that need.

See page 2 for details and SPC special offer.

Now, refocused and with **new** connections in the hockey jersey industry, we are able to come back better than ever. We can now compete with local competition, and deliver a product that is not only affordable, but beautifully designed by me - the Commissioner.

- **Practice Jerseys:** \$35.00/each (includes socks)
- **Game Jerseys:** \$45.00*/each (includes socks)
*additional features available, which could take your jerseys to the professional level. See website for more information. [Breakdown and process.](#)
- **Reversible Jerseys:** \$55.00/each (includes socks)
- **Hockey Bags and Pant Shells are also available.**

We do want to apologize to all of those that we weren't able to assist over the past few years. We should have said something sooner; shamefully we didn't due to high levels of frustration and embarrassment. We pulled away when we should have "grabbed the bull by the horns" and faced it better. For that, we are sorry.

We're now reaching out to all of you for a "second shot" at delivering you and our west Michigan hockey community the "beer league" hockey jerseys they deserve, at a very reasonable and affordable price tag.

ALL new jersey set orders placed with us between NOW and February 28th, 2026 will get beautifully designed jerseys by myself and receive a \$50.00 team discount for EACH set ordered on your Silver Puck Challenge XXII (2026) entry. The February deadline will ensure you will receive your set of jerseys in plenty of time for Silver Puck XXII. Please feel free to share this offer with other teams in your leagues. We'll give you the credit on your entry fee.

*A "set" is defined as 15 or more jerseys. Offer subject to change without notice.

Thank you all for supporting the AEA, Silver Puck Challenge, Hockey Hold'em, and Dekes & Dangles tournaments over the years. I personally would like to deliver you and your teams - whether it's your weekly beer league or your tournament teams - a jersey of which you can be proud.

Sincerely,

Brent A. Belanger, AEA Commissioner

Additional Details: [AEA Jersey Orders](#)