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USA : BelaHockey new hockey gear & apparel line for girls

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BelaHockey, a new line of hockey gear and apparel produced exclusively for girls, is proud to announce the official launch of its web store becoming the first company to focus entirely on attracting girls to the sport.

Founded by a group of local hockey moms and hockey legend Cammi Granato, the women of BelaHockey are on a mission to expand the hockey apparel market and encourage more girls

to take up the sport that has long been tailored to boys.

Until, girls interested in playing hockey often received the message that it's a boys sport with all the equipment and clothing primarily designed for males.

Drawing from its founders' personal experiences, BelaHockey is proud to offer an exclusive line of equipment and apparel for girls including long-sleeve cotton tee-shirts, pink and purple custom hockey socks, personalized polka dot hockey sticks and an innovative sports headband.

Traditional hockey gear such as socks and sticks have been updated and redesigned with fun graphics and patterns to allow girls to express their personality and style on the ice and are available.

"Growing up playing hockey, I was always one of the only girls, whether it was at home with my brothers or in the local youth league," said Granato. "I was comfortable on the ice but felt self conscious in the lobby where it was clear that I was a girl playing a boy's sport.

By offering girls hockey gear designed exclusively for them, we're reinforcing that hockey is their sport too. We hope BelaHockey will motivate other girls to pick up a stick and try the great game of hockey."

Source at Fibre2fashion.com

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