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Maine Business Launches Hockey Gear Line For Girls

Web Editor: Rhonda Erskine, Online Content Producer
Created: 12/21/2007 1:11:16 PM
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SOUTH PORTLAND (AP) -- Ice hockey has long had the image of being a tough guy's sport. Now, two South Portland mothers have launched a business that aims to give the sport a softer edge.

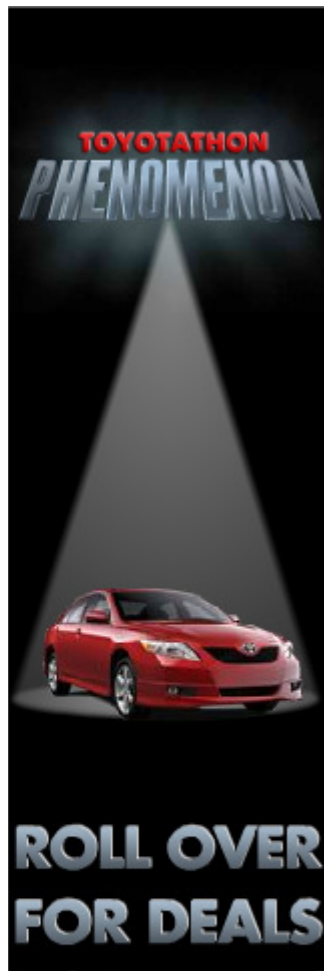
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Their company, BelaHockey, sells a line of hockey equipment and apparel designed for girls.

The company's Web site went live this month, selling things like polka-dotted hockey sticks and pink-and-purple hockey socks. Customers will also find an instructional DVD produced by Cammi Granato, captain of the U.S. women's hockey teams in the 1998 and 2002 Olympics and a partner in the company.

BelaHockey is named for Bela Cloutier, the seven-year-old daughter of Anna Cloutier, who started the company with neighbor Justine Carlisle.

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