



***MATCHUPS ARE SET
FOR THE 2025 KWIK TRIP HOLIDAY FACE-OFF***

September 19, 2025

PRINCETON, N.J. – The matchups are set for the 2025 **Kwik Trip Holiday Face-Off** ([@HolidayFaceoff](#)) which will take place December 28 – 29, 2025 at Fiserv Forum in Milwaukee, Wisconsin.

The fifth annual **Kwik Trip Holiday Face-Off** will begin with the semifinal round on Sunday, December 28 when Wisconsin takes on Lake Superior State, and defending National Champion Western Michigan squares off against Boston College.

The Semifinal winners will meet for the **Kwik Trip Holiday Face-Off** title game on Monday, December 29, along with the third place game.

Tickets for the **Kwik Trip Holiday Face-Off** are currently on sale. Both single-day and two-day packages are available for purchase at [Ticketmaster.com](#).

To be the first to receive updates on the Kwik Trip Holiday Face-Off, sign up for [Gazelle Updates](#) and follow us on Twitter [@HolidayFaceoff](#) and Instagram [@HolidayFaceoff](#).

FULL SCHEDULE

Semifinal Doubleheader

*Sunday, December 28 – 4:00pm CT** Streaming on BTN+*

Western Michigan vs. Boston College

Wisconsin vs. Lake Superior State

Championship Doubleheader

*Monday, December 29 – 4:00pm CT** Streaming on BTN+*

Third Place Game

Championship Game

****Game Order to be Announced at a Later Date**

Last year, Wisconsin won the 2024 **Kwik Trip Holiday Face-Off** after defeating Ferris State 8-0 in the semifinal and UConn 4-3 in the championship game.

About the Kwik Trip Holiday Face-Off

First played in 2021, the Kwik Trip Holiday Face-Off has quickly become a highlight on the college hockey calendar. It attracts the top programs in the sport with an opportunity to win a championship in a state that loves hockey and in a magnificent venue – Fiserv Forum in downtown Milwaukee.

About Kwik Trip

Kwik Trip is a family-owned company founded in 1965. Kwik Trip operates over 870 stores and employs 38,000 co-workers across six states in Wisconsin, Minnesota, Iowa, Illinois, Michigan, and South Dakota. The stores receive daily deliveries of fresh baked goods, dairy products, soups, salads, fruit, produce, and sandwiches. Kwik Trip also sells grocery products, general merchandise, gasoline, and related petroleum products. The company operates its own bakery, dairy, water bottling line, kitchens, food safety lab, distribution center, ice plant, LP plant, blow mold facility, transportation company and health clinics. Kwik Trip makes, ships, and sells 80 percent of its own branded products and serves over 11.5 million guests per week. The C-store chain consistently ranks as a Top Workplace in each of its market areas. For more, visit www.kwiktrip.com.

About the Gazelle Group

The Gazelle Group is a sports marketing firm, specializing in event production and management, client representation, and sponsorship consulting. Gazelle produces numerous nationally recognized college sports events, such as the Empire Classic, Legends Classic, Waterkeeper Alliance Invitational, Sunshine Slam, College Basketball Invitational, Kwik Trip Holiday Face-Off, Duel in the District, Deacon-Wolverine Challenge, Boardwalk Battle, Jersey Jam, and Holiday Hoopfest as well as on-campus events at Duke, Kentucky, Ohio State, Marquette and other institutions across the country. For more information on the Gazelle Group, please visit gazellegroup.com.

About Fiserv Forum

Fiserv Forum is a preeminent sports and entertainment arena in downtown Milwaukee that opened on Aug. 26, 2018. Designed by Populous, Eppstein Uhen Architects and HNTB, the venue offers incomparable sightlines, customer service, technology and amenities. Fiserv Forum includes 17,341 seats for basketball, 15,178 for hockey and up to 18,000 for concerts, with 34 luxury suites and three clubs. The world-class arena is home to the NBA's Milwaukee Bucks and Marquette University's men's basketball team and was selected to host the 2020 Democratic National Convention and the 2024 Republican National Convention. Fiserv Forum hosts a diverse variety of year-round events, including major concerts, family shows and other sports and entertainment events. Fiserv Forum is the anchor of the surrounding 30-acre Deer District neighborhood, which is Milwaukee's premier location for people to live, work and play. In 2021, Fiserv Forum was awarded LEED Gold Certification for sustainability performance. Founding Partners for Fiserv Forum include Fiserv, BMO, Froedtert & the Medical College of Wisconsin, Johnson Controls, Motorola, Potawatomi Hotel and Casino and Beechwood Sales and Service / Anheuser-Busch. For more information, please visit fiservforum.com.