



MATCHUPS ARE SET FOR THE 2026 KWIK TRIP HOLIDAY FACE-OFF PRESENTED BY TOYOTA

August 14, 2026

PRINCETON, N.J. – The matchups are set for the 2026 **Kwik Trip Holiday Face-Off presented by Toyota** ([@HolidayFaceoff](#)) which will take place December 29 – 30, 2026 at Fiserv Forum in Milwaukee, Wisconsin.

The sixth annual **Kwik Trip Holiday Face-Off presented by Toyota** will begin with the semifinal round on Tuesday, December 29 when UMass squares off against Arizona State and Wisconsin takes on Northern Michigan.

The Semifinal winners will meet for the **Kwik Trip Holiday Face-Off presented by Toyota** title game on Wednesday, December 30, 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

Tuesday, December 29 – Streaming on BTN+

UMass vs Arizona State 4:00pm CT
Wisconsin vs Northern Michigan 7:30pm CT

Championship Doubleheader

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

Third Place Game

Championship Game

****Wisconsin will play in the second game on both days of the event no matter the results on December 29th**

In the 2025 Kwik Trip Holiday Face-Off, #7 Western Michigan defeated #2 Wisconsin 4-1 in the Championship Game.

Wisconsin capped the 2025–26 campaign with a trip to the Frozen Four Championship game, marking the program's first appearance in the title game since 2010. The Badgers ultimately fell to Denver, but finished the season ranked No. 2 in both the final USCHO.com Poll and USA Hockey Poll with a record of 24-13-2.

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 coach and player representation, sponsorship sales and consulting, and event production and management. Gazelle produces numerous nationally recognized college sports events, such as the Capital Showcase, Empire Classic, Legends Classic, Gotham Classic, Greensboro Invitational, Sunshine Slam, College Basketball Invitational, Kwik Trip Holiday Face-Off, 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](https://www.fiservforum.com).