

Colorado Fighting Elk: A New Era and a Commitment to Excellence

Craig, CO – January 1, 2024 – The Colorado Fighting Elk, a proud member of the United States Premier Hockey League (USPHL), is excited to usher in a new era of growth and opportunity under its new ownership. Since the team's sale in November 2024, transformative changes have been implemented to revitalize the organization and establish a positive, dynamic culture both on and off the ice. These updates reflect a renewed focus on excellence and a commitment to positioning the Fighting Elk as a premier program within the league. The team has embraced a fresh identity with the unveiling of a striking new logo and vibrant team colors, symbolizing a commitment to innovation, unity, and a forward-looking approach. These changes reflect the energy and determination driving the team's vision for the future. Alongside this rebranding, the Fighting Elk have invested in enhanced resources, including the addition of a team bus, ensuring players travel in comfort and professionalism while fostering pride and camaraderie. These enhancements underscore the team's commitment to fostering growth, developing talent, and setting the stage for future achievements.

In the front office, the team is now under the expert leadership of General Manager Adam Bonaldi and Owner Mike Lopez. Adam, the former owner and GM of the Las Vegas Thunderbirds, brings his proven track record of fostering player development and creating winning cultures to the Fighting Elk. Known for his dedication to helping athletes reach their full potential, Adam is focused on building a program that highlights player development and showcases their talent at the highest levels. Mike Lopez, a seasoned business leader with over 30 years of experience building high-performing teams in Product Engineering, adds a strategic and innovative perspective to the organization. As a technology consultant and youth hockey manager, Mike has demonstrated a commitment to excellence and growth, ensuring that both players and the community benefit from his vision.

Adam and Mike are united in their goal to create a culture that prioritizes the growth of players both as athletes and individuals. Their focus is on preparing players for success at the next level, whether that's advancing through the hockey ranks or pursuing college hockey opportunities. "We're committed to creating an environment that helps our players thrive," said General Manager Adam Bonaldi. "Our goal is to develop well-rounded athletes who are prepared to take the next step in their hockey careers." Mike Lopez added, "We want the Fighting Elk to be a source of pride for our community and a launchpad for players to achieve their dreams. This is about building a legacy that serves both the players and our fans." With a renewed focus on player development and community engagement, the Colorado Fighting Elk are excited to embark on this new chapter. Fans can look forward to an electrifying season ahead, filled with passion, growth, and the pursuit of excellence.

For more information, visit fightingelk.com or follow the Colorado Fighting Elk on social media Facebook, Instagram, YouTube, Tik Tok, and X.

FACEBOOK: <https://www.facebook.com/profile.php?id=61570861880224>

INSTAGRAM:

https://www.instagram.com/fightingelkhockey/?utm_source=ig_web_button_share_sheet

X: [@fighting_elk](https://twitter.com/fighting_elk)

YouTube: www.youtube.com/@fightingelk

Media Contact:

Colorado Fighting Elk Media Relations socialmedia@fightingelk.com