instinct

'Heated Rivalry' Drops Scorching Shirtless Poster

Published November 14, 2025 | By Eugene

Hockey's about to get a whole lot hotter—literally. The upcoming TV series **Heated Rivalry** has released a sizzling new promo poster, and let's just say, it's going to have more than enough season to start counting down the days until the season premiere.

Advertisement

Start Here
Your content is ready! Start Now
Open ›
Powered by Outbrain

In this fresh teaser, we see the two leading men, Shane Hollander (played by Hudson Williams) and Ilya Rozanov (Connor Storrie), locked in a stalemate—and no, we're not talking about their hockey skills this time. The poster, officially released on Instagram and reshared by the show's title, making it pretty clear that this drama is going to deliver on both the heat and the heart.

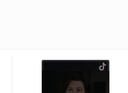
RELATED: The Wait is Over—'Heated Rivalry' Trailer Finally Drops!

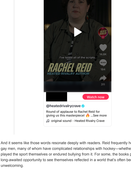
The poster, which hit social media this Wednesday, has already sent fans into a full-on frenzy. And who could blame them? These two hockey stars are poised to become your new obsession, with the chemistry between them already lighting up screens long before the premiere.

Heated Rivalry – A Gay Sports Romance That's More Than Just a Game

Heated Rivalry isn't just your average sports drama—it's a game-changing addition to the growing landscape of queer TV that's finally giving fans the representation they've been craving. Based on the novel series by Rachel Reid, the story is set within the world of Major League Hockey and follows the secret love affair between rising star Shane Hollander of the Montreal Meteors and Ilya Rozanov, a Russian phenom drafted by the Boston Rebels. They start off as rivals on the ice, but their relationship quickly becomes anything but competitive.

Advertisement





For Reid, a self-proclaimed NHL superfan based in Nova Scotia, this story was always personal. "There's a lot of times that sport has broken my heart that had nothing to do with what was happening on the ice," she confessed in a CBC interview. Her books, including *Heated Rivalry*, serve as a way of grappling with the emotional complexities of the sport—and for many fans, they're also a form of therapy.

> *"I think the books are kind of like a little bit therapeutic for me and a way of pushing back a little," Reid adds.*

Advertisement

And it seems like those words resonate deeply with readers. Reid frequently hears from fans who've found her books to be transformative, particularly those who feel alienated by the sports they've played the sport themselves or enjoyed watching from it. For some, the books provide a long-awaited opportunity to see themselves reflected in a world that's often been cold and unwelcoming.

> *"I regularly get emails from gay guys who have similar feelings about hockey," she shares. "The books really resonated with them. . . . and also men who maybe got bullied by hockey players and have been carrying a lot of resentment towards hockey in general for a long time."*

Advertisement

Now, with the TV adaptation coming to life, these fans will finally see the on-screen romance they've been craving. And it looks like *Heated Rivalry* won't just be about scoring goals; it will also tackle the emotional complexities of living a secret love story in the hyper-masculine world of professional sports.

A Shot at Love—and History

For many viewers, *Heated Rivalry* isn't just a love story; it's also a chance to reflect on a broader cultural shift. The sport has long been a stronghold of traditional masculinity, and it has never been an out gay or bi player in the NHL's 109-year history. *Heated Rivalry*, in part, aims to explore that silence by giving viewers a glimpse of what could be—if only the world of hockey were a little more open-minded.

Advertisement

Canadian director and executive producer Jacob Tierney, who's also an out queer man, says the show is a welcomed project for him as well. "It's a story that the Heated Rivalry is already being hailed as a long-overdue addition to LGBTQ+ sports entertainment. Tierney, alongside Reid's vision, is helping to make sure that *Heated Rivalry* doesn't just take a step shot at romance—it scores a goal for inclusivity.

The show will be exclusive to Canadian streaming service Crave at first, but the buzz surrounding it has already made international pick-up almost certain. That means fans from the U.S. and beyond will get a front-row seat to the passion, drama, and, yes, very sweaty moments that promise to keep audiences glued to their screens.

A World Premiere and the Anticipation

Advertisement

On November 23, a select few at Montreal's Image+Nation LGBTQ+ film festival will have the privilege of attending the world premiere of the first two episodes of *Heated Rivalry*. For the rest of us, we'll just have to wait until the episodes drop later this month, but with a hot ticket like this one, we'd say the wait is worth it.

At its heart, *Heated Rivalry* is about more than just steamy encounters on the ice. It's about the tension between love and career, between public persona and private passion. If the chemistry is that first poster is any indication, it's going to be a series that leaves fans both swooning and thinking deeply about what it means to truly live authentically.

Advertisement

So, whether you're a die-hard hockey fan or just looking for a show that delivers heart, heat, and a whole lot of chemistry, *Heated Rivalry* is definitely one to keep your eye on. After all, in hockey—just like in love—it's all about making the right move at the right moment. And if that involves a little shirtless direct? Well, who's complaining?

Let the game begin.

Share this:
#GayFootballers #GayPro #hockeyfans #Hockey #kirkhaus

Leave a Comment

Name
Email
Post Comment

Why Jack Schlossberg's "Straight" Percent Revealed Bisexuality Implies
Is Jonathan Bailey Ready to Become a Daddy?
"The Traitors" US Season 4: Full Cast Revealed—And Fans Will Channel
Cynthia Erivo Serves Re-Dap and Crowns 100 Best of the Year
How The Big Bang Theory Wrote Stereotypes Without Anyone Covering Up!

Sign up for our newsletter
Sign up now for our most popular newsletter and receive the latest gay news straight to your inbox!
Email address
Subscribe

© Instinct Magazine 2025 - All Rights Reserved