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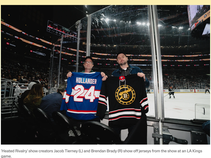
ARTS & ENTERTAINMENT

How the LA Kings are tapping into the 'Heated Rivalry' frenzy



'Heated Rivalry' show creators Jacob Tierney (L) and Brendan Brady (R) show off jerseys from the show at an LA Kings game.
(Courtesy)
(Andrew Perez / LA Kings)

James Chow produces SoCal arts and culture coverage and news podcast Imperfect Paradise for LAist's on-demand team.

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The impact of HBO Max queer sports romance show *Heated Rivalry* continues its blaze across pop culture. Last month, the show's co-stars Hudson Williams and Connor Storrie were the torchbearers for the Winter Olympics and presented the best supporting actress award at the Golden Globes. Later this month, Storrie is slated to host Saturday Night Live.

The show's impact has also hit the ice.

In January, the ticketing platform Seatgeek reported a rise in National Hockey League ticket sales that coincided with the release of the show. In that span, the ticketing site saw a 9% increase in single-ticket sales, which the site reports is the highest it's ever been for the NHL. Stubhub, another ticket platform, reported a 60% interest in hockey tickets since the show first aired.

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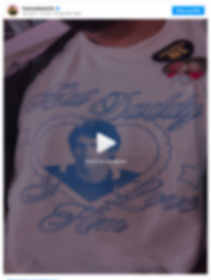

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