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true love

"I'm coming to the cottage": How *Heated Rivalry*'s most well-known line became a rallying cry

Carson Mlnarik (He/Him/His)

June 28, 2026, 8:00 am PDT



Thanks to Hudson Williams, Connor Storrie and the whirlwind rise of *Heated Rivalry* this past year, the entirety of gay culture can be broken into two periods: "before cottage" and after.

Of course, there was buzz around the steamy hockey romance show, based on a book series by Rachel Reid and adapted for Canadian streaming service Crave by director and **Pride50 honoree Jacob Tierney**, ahead of its November 2025 premiere.

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But few could have predicted that, thanks to sports bro podcasts, themed NHL pride nights and a pickup by HBO Max, the story of Shane Hollander (Williams) and Ilya Rozanov (Storrie) would have resonated on such a global scale. Nor that one sentence—"I'm coming to the cottage"—would come to mean so much to a community of girls, gays, and theys who saw themselves in these characters' yearning.

I'M COMING TO THE COTTAGE.

— M. (@lwannacryabout) June 21, 2026



Heated Rivalry | Official Trailer | HBO Max

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The Peabody and GLAAD Award-winning show follows Montreal Metros player Shane Hollander and his highly publicized on-ice rivalry with Ilya Rozanov of the Boston Raiders. Told over the years, *Heated Rivalry* follows a behind-the-scenes physical relationship, and later romance, between the two as they confront their sexualities—and, oh, yeah, undeniable chemistry.

Of course, the cottage comes into play during Episode 5 when Shane, spurned by an outward show of affection between a newly out fellow hockey player and his boyfriend, invites Ilya there. As the two men see a possible future for themselves, Rozanov finally texts Hollander: "I'm coming to the cottage."

Needless to say, we all *swooned*.

Within the safety of these four walls during Episode 6, there's passionate physical encounters, candid discussions about the past, heart-tugging professions of love, and a few romantic homemade tuna melts, for good measure.

That said, we'd be apt to leave out *another* huge event from the cottage: Shane's father arriving unannounced, forcing Hollander to come out to his parents with Rozanov's support.

Later, he calls himself Shane's "boyfriend," and the two drive back to the cottage, leaving us in tears and anxiously awaiting its **2027 second season**.

'I'm coming to the cottage:' Inside the 'Heated Rivalry' phenomenon

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According to Crave's social media, *Heated Rivalry* is their most-watched original series to date and nearly one-third of all viewers have rewatched at least an episode. Unsurprisingly, Episode 5 (and its "I'm coming to the cottage" moment) was the most-rewatched.

Immediately, the sentence became a calling card for fans, inspiring glossy and hilarious edits, Etsy shop t-shirts, innumerable thirst posts, and one especially thumping house remix.

The lake house itself has even become a tourist attraction in Torrance, Canada, offering guests their own chance at a romantic and **secluded getaway via Airbnb**.

No matter what else is happening in the world, the phrase now reminds us that love is real, and we deserve our epic stories.



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[Carson Mlnarik](#) is a gay New York-based writer and comedian who specializes in useless Taylor Swift knowledge, gay movie lore, cycling, puns, em dashes, and consuming more caffeine than should be humanly possible.

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