



# AURORA LIIGA

2024-2025



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9 teams

Quadruple regular season and  
best-of-seven semifinals and finals

Teams compete for the Aurora Borealis Cup,  
awarded to the playoff champions

Operates under the Finnish Ice Hockey  
Association

Operated by its own director since  
the 2023-2024 season



# AURORA LIIGA



## NEW BRAND - STRONGER COMMITMENT

The name "Auroraliiga" was chosen to reflect Finland's Arctic power and to be connected to the Aurora Borealis trophy.

Auroraliiga's vision is to be more professional, more recognizable and to offer players a better athlete's daily life.

By improving the quality of events and increasing media coverage, Auroraliiga seeks to elevate the profile of women's ice hockey in Finland.

License, i.e. quality criteria have been published to secure the clubs' commitment and the Aurora League's growth towards professional operations

By meeting them, clubs secure their place in the league and are eligible to receive development funding from the league.

# First season successes

## TV

- MTV total +241%
- Leijonat TV +25%

## ON SITE

- Regular season +15%
- Play Offs +20%

## SOSIAL MEDIA

- Over 4 million impressions on Instagram - growth 19900%
- Reach over 300 000 - 65% growth
- The number of followers has doubled and continues to grow steadily

