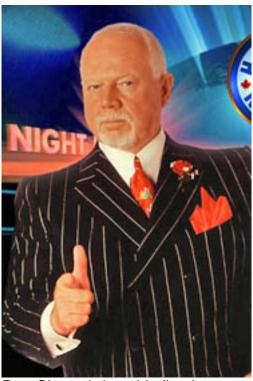
Written by Michael J. Senno Friday, 09 May 2008 13:46



Don Cherry brings his flamboyant personality to ESPN, starting with tonight's "Sportscenterâ€□. The CBC "Hockey Night in Canadaâ€□ analyst signed on with ESPN to provide postgame reports during the Philadelphia Flyers-Pittsburgh Penguins Eastern Conference finals, and cover the Stanley Cup Finals for the network. As reported by ESPN:

"Pairing Don Cherry and Barry Melrose will provide NHL fans with two of the most respected and opinionated voices in hockey today," Norby Williamson, ESPN executive vice president of production, said in a statement. "'SportsCenter' will be the place to turn for Stanley Cup analysis, debate and highlights."

Cherry will also contribute to coverage on ESPNNEWS and ESPN Radio, while continuing his duties with the CBC throughout the playoffs. He plans to donate his ESPN earnings to the Humane Society.

The former Boston Bruin and Colorado Rockies head coach last appeared on American television during last season's Stanley Cup Finals coverage on NBC.

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Michael J. Senno is a staff member of the <u>Business of Sports Network</u>, which includes <u>The Biz of Baseball</u>

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