



Ontario Lacrosse Festival
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FESTIVAL MEDIA RELEASE
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2016 FESTIVAL POSTER RELEASED

TORONTO – The 2016 Ontario Lacrosse Festival poster was officially released today in Toronto.

The twelfth edition of the poster, designed by Glenn Ryan of IPIX Design, captures the true festival atmosphere of the ten-day event by depicting athletes in the utmost state of enjoyment and competition.

The tag line “Bring Your Game” is a new addition to the poster, meant to inspire each athlete to reach his or her own personal goals. The Ontario Lacrosse Festival encourages all those involved to have fun as well as compete, providing an opportunity for everyone to find success within the sport.

Posters will be circulated for arena, hotel and retail display across Ontario today.

“The mission of the Ontario Lacrosse Festival is an exciting opportunity for lacrosse in Ontario,” said Ryan.

“IPIX looks forward to continuing to work with the Festival to help create a nationally recognized youth sport brand. The Festival poster is one element of that strategy”.

“We are very fortunate to be working with Glenn on our Festival posters. Glenn is recognized across Canada as a leading designer in the sports marketing field and brings a creative lens to our Festival marketing efforts,” said Festival Marketing Director Ron MacSpadyen.

The Ontario Lacrosse Festival is the event name of a ten-day lacrosse promotional vehicle hosted in Whitby, Oshawa, Clarington, and Ajax, Ontario. The 2016 Festival hosts 557 teams and approximately 11,028 athletes and coaches and features competition for forty-four provincial and national lacrosse championships for 6-21 year-olds. The 2016 event begins Friday, July 29th and runs to Sunday, August 7th. The national championship games will be held on Saturday, August 6th at the Iroquois Park Sports Centre in Whitby.

In addition to the indoor tournament competition, an outdoor Festival Fun Zone is

on-site providing unique, engaging and experiential opportunities for Festival fans. With an estimated attendance of 60,000, the Ontario Lacrosse Festival is the largest youth lacrosse event in the world.

2016 Presenting Sponsors of the Festival are Brine, Harrow Sports, Warrior Sports, Under Armour, and the Canadian Lacrosse Association.

For complete Festival schedules and results, visit www.ontariolacrossefestival.com

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For more Festival information, please contact:

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