



Ontario Lacrosse Festival
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FESTIVAL MEDIA RELEASE
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2017 FESTIVAL POSTER RELEASED

TORONTO – The 2017 Ontario Lacrosse Festival poster was officially released today in Toronto.

The fourteenth edition of the poster, designed by Glenn Ryan of IPIX Design, portrays the ten-day event through a bold, yet simple, tri-coloured design. 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. The updated poster can be viewed here: <http://ontariolacrossefestival.com/content/OLA%20Festival17.pdf>.

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 a ten-day lacrosse promotional vehicle hosted in Whitby, Oshawa, Clarington, Pickering and Ajax, Ontario. The 2017 Festival hosts 522 teams and approximately 10,250 athletes and coaches and features competition for forty-four provincial and national lacrosse championships for 6-21 year-olds. The 2017 event begins Friday, August 4th and runs to Sunday, August 13th. The national championship games will be held on Saturday, August 12th 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 55,000, the Ontario Lacrosse Festival is the largest youth lacrosse event in the world.

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

For more Festival information, please contact:

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