



Ontario Lacrosse Festival  
1 Concorde Gate, Suite 200C  
Toronto, Ontario, M3C 3N6  
Website: [www.ontariolacrossefestival.com](http://www.ontariolacrossefestival.com)

Media Contact: Ron MacSpadyen  
Email: [ron@ontariolacrosse.com](mailto:ron@ontariolacrosse.com)  
Business Telephone: (416) 426-7068  
Business Cell: (416) 918-7064

FESTIVAL MEDIA RELEASE  
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## **2019 FESTIVAL POSTER RELEASED**

TORONTO – The 2019 Ontario Lacrosse Festival poster was officially released today in Toronto.

The sixteenth 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:

[https://ontariolacrossefestival.com/content/OLA%20\\_Festival19\\_postersALT3.pdf](https://ontariolacrossefestival.com/content/OLA%20_Festival19_postersALT3.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 2019 Festival hosts 507 teams and approximately 9,950 athletes and features competition for forty-two provincial lacrosse championships for 6-21 year-olds. The 2019 event begins Friday, August 2nd and runs to Sunday, August 11th.

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](http://www.ontariolacrossefestival.com)

For more Festival information, please contact:

Ron MacSpadyen  
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1 Concorde Gate, Suite 200C  
Toronto, Ontario, M3C 3N6.  
Telephone: (416) 426-7068  
Fax: (416) 426-7382  
Email: [ron@ontariolacrosse.com](mailto:ron@ontariolacrosse.com)