



**Ontario Lacrosse Festival**

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**FESTIVAL MEDIA RELEASE**

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**STX CELEBRATES TENTH ANNIVERSARY OF ONTARIO LACROSSE FESTIVAL**

TORONTO— The 2013 Ontario Lacrosse Festival is proud to renew sponsorship support with STX, a world leader in lacrosse equipment innovation and design.

STX returns to the Festival as a Presenting Sponsor and the title sponsor of the STX Midget Lacrosse Championship of Canada, a nine-team, round-robin competition of the most elite 15 and 16-year-old players in Canada. The tournament begins Sunday, August 4<sup>th</sup> and concludes on Saturday, August 10<sup>th</sup> with championship medals games. The Iroquois Park Sports Centre in Whitby, Ontario is the host venue for the tournament.

“On behalf of the Ontario Lacrosse Festival, we welcome STX back for another season of great promotion and thank them for their continued support of Canada’s largest youth sport event.” said Ron MacSpadyen, Program Director of the Ontario Lacrosse Association.

“STX has been a leader in on-site activation of interactive fun for more than 10,000 players annually at the Festival. We look forward to building on that tradition this year.”

“We are once again excited and very proud to be a presenting sponsor for this great event. It gives us great pleasure to be involved with Ron and his team as they celebrate their 10<sup>th</sup> anniversary”, said Pat Colucci from Northern Amerex – the exclusive STX distributor in Canada.

Based in Cambridge, Ontario Northern Amerex supports an extensive network of retail partners to deliver teams with best-in-class sporting goods. Northern Amerex is proud to offer the largest selection of lacrosse gear in Canada.

The Ontario Lacrosse Festival is the event name of a ten-day lacrosse promotional vehicle hosted in the communities of Ajax, Clarington, Oshawa and Whitby, Ontario. This summer the Festival hosts 472 teams and approximately 10,622 athletes and coaches and features competition for thirty-six provincial and national lacrosse championships for 6-21 year-olds.

The 2013 event begins Friday, August 2<sup>nd</sup> at various facilities in Durham Region. To follow the fun online, visit [www.ontariolacrossefestival.com](http://www.ontariolacrossefestival.com)

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