



**Ontario Lacrosse Festival**

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Toronto, Ontario, M3C 3N7

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**FESTIVAL MEDIA RELEASE**

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**2013 FESTIVAL POSTER RELEASED**

TORONTO – The 2013 Ontario Lacrosse Festival poster was officially released today in Toronto.

The tenth anniversary edition of the Ontario Lacrosse Festival eclipses the record for participants and the number of championships awarded. The most recent version of the poster captures the event atmosphere through pictures from the last nine years of fun.

Designed by Glenn Ryan of IPIX Design, approximately 5,000 posters will be circulated for arena, hotel and retail display across Ontario prior to the Festival.

"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 2013 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 2nd and runs to Sunday, August 11th with the national championship games on Saturday, August 10th 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 North America.

2013 Presenting Sponsors of the Festival are Gait Lacrosse, Harrow Sports, STX Lacrosse, Toronto Rock Lacrosse Club and Warrior Sports.

For complete Festival schedules and results, visit [www.ontariolacrossefestival.com](http://www.ontariolacrossefestival.com)

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For more Festival information, please contact:

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