



**Ontario Lacrosse Festival**

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**FESTIVAL MEDIA RELEASE**

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**2011 FESTIVAL POSTER RELEASED**

TORONTO – The 2011 Ontario Lacrosse Festival poster was officially released today in Toronto.

The eighth edition of the Ontario Lacrosse Festival approaches new records for participants and the number of championships awarded. This year's version of the poster captures the true Festival atmosphere of the ten-day event.

Designed by Glenn Ryan of IPIX Design, approximately 5,000 posters will be circulated for arena 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 working 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 Ryan of IPIX 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 2011 Festival hosts 525 teams and approximately 10,435 athletes and features competition for forty-four provincial and national lacrosse championships for 6-21 year-olds. The 2011 event begins Friday, July 29th and runs to Sunday, August 7th with the national championship games on Saturday, August 6th at the Iroquois Park Sports Centre.

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.

2011 Presenting Sponsors of the Festival are Gait Lacrosse, Harrow Sports, Reebok, STX Lacrosse, Toronto Rock Lacrosse Club, Under Armour 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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