

## Canadian Lacrosse Association Announces Sponsorship with New Balance Athletics and Warrior Sports

OTTAWA, ON (June 30, 2016) - The [Canadian Lacrosse Association \(CLA\)](#) is proud to announce that it has signed multi-year sponsorship agreements with both [New Balance Athletics](#) and [Warrior Sports](#).

With these new sponsorships, Warrior and New Balance are making a significant investment in Canada's national summer sport. Their commitment to the CLA, which is centred on the national team programs, will help support all levels of lacrosse in Canada. Over the course of the multi-year deal, New Balance and Warrior will work alongside our male and female athletes as they compete in a total of five FIL World Championships, including two events that will be played on home soil, the [2016 Men's U19 World Championship](#) in Coquitlam, BC and the 2019 World Indoor Lacrosse Championship in Langley, BC.

"We are thrilled to have these two internationally recognized companies on board" said Joey Harris, CLA President. "Their commitment to our organization will certainly help us in our efforts to grow the game across the country and to maintain our success on the international stage".

Both New Balance and Warrior have rich histories, which align well with the storied past of the CLA and the sport of lacrosse in Canada. Warrior has been at the forefront of the sporting goods industry for over 20 years, becoming a dominant force in the world of lacrosse thanks to its ability to create innovative and cutting-edge equipment. New Balance has been in the footwear and sport apparel business for more than a century, having grown into a global leader because of its ability to develop products that successfully combine function and fashion.

"Canada produces some of the top lacrosse athletes in the world," said Greg Catrano, General Manager of Warrior Lacrosse. "We're excited to help Canada's national teams reach new heights by providing them with innovative equipment - equipment like our brand new Evo WARP Head. We're also excited to help spread the CLA's passion for the game through youth programs and grassroots initiatives."

Terry Rowland, CLA Director of Marketing and Communications commented on the new relationship by saying "With the 150<sup>th</sup> anniversary of the CLA coming in 2017, this is an exciting time not only for our organization but for the sport of lacrosse in our country. We are confident that these sponsorships with Warrior and New Balance will help us grow the CLA brand as we approach this important milestone".

As new sponsors of the CLA, New Balance and Warrior will be associated with one of the leading lacrosse nations in the world. Our national team programs have had unprecedented success in recent years, capturing gold in all FIL-sanctioned World Championship events since 2014. Team Canada will look to add to their international trophy case in the coming years, beginning with this summer's U19 Men's Lacrosse World Championships in Coquitlam, BC. The following year will see our women's field lacrosse team travel over the pond to Guildford, England to compete in the 2017 Women's World Cup.

"As an industry leader in cleated footwear, New Balance is excited to be sponsoring another world-class organization," said Ken Thornby, General Manager of New Balance Lacrosse. "Team Canada has emerged as an international powerhouse in lacrosse, and we are extremely proud to help support their continued success with cutting-edge, best-in-class product."

As the exclusive athletic footwear, apparel, and accessories sponsor of the CLA and Team Canada Lacrosse, New Balance will supply the athletes and coaching staff with uniforms for both on and off the field of play. As the exclusive lacrosse hard

goods sponsor of the CLA and Team Canada Lacrosse, Warrior will provide the national team athletes with the sticks and protective gear they need to compete at the highest level.

"We know that our national teams inspire people to grow the game of lacrosse both in Canada and throughout the world," stated Dean French, Team Canada Chairman. "Canadians play an exciting and innovative brand of lacrosse and that matches up well with what Warrior and New Balance are known for. We are grateful for their support and excited to work together."

#### **About the Canadian Lacrosse Association**

Founded in 1867, the Canadian Lacrosse Association (CLA) is the governing body responsible for all aspects of lacrosse in Canada. Our organization is comprised of 10 Member Associations representing nearly 80,000 individual participants, including coaches, officials, and athletes of all ages and abilities. The CLA's mission is to honour the sport of lacrosse and its unique nation-building heritage, by engaging our members, leading our partners, and providing opportunities for all Canadians to participate. We strive to accomplish this while adhering to our core values of health, excellence, accountability, respect and teamwork. The CLA oversees the delivery of numerous national championships and the participation of Team Canada at all international events sanctioned by the Federation of International Lacrosse (FIL). The CLA is proud to be affiliated with partners that share the same vision and values, including our corporate partners - Warrior Sports, New Balance Athletics, Westjet, and Baron Rings - as well as our funding partners the Government of Canada, the Coaching Association of Canada, and the Canadian Lacrosse Foundation. For more information on Canadian Lacrosse Association and the sport of lacrosse, visit our website at [www.lacrosse.ca](http://www.lacrosse.ca) and follow us on [Facebook](https://www.facebook.com/canadianlacrosse) and [Twitter](https://twitter.com/canadianlacrosse).

#### **About New Balance Athletics**

New Balance, headquartered in Boston, MA has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. New Balance is the only major company to make or assemble more than 4 million pairs of athletic footwear per year in the USA, which represents a limited portion of our US sales. Where the domestic value is at least 70%, we label our shoes Made in the USA. New Balance owns five factories in New England and one in Flimby, U.K. New Balance employs more than 5,000 associates around the globe, and in 2015 reported worldwide sales of \$3.72 billion. To learn more about New Balance, please visit [www.newbalance.com](http://www.newbalance.com) and for the latest press information please visit <http://newbalance.newsmarket.com>. Keep up-to-date with all of the latest New Balance news on Twitter @NewBalance and newbalance on Facebook.

#### **About Warrior Sports**

Headquartered in Warren, Michigan, Warrior is recognized as a premier manufacturer of innovative, high performance, cutting-edge equipment, footwear and apparel for lacrosse and hockey athletes of all ages and abilities. Founded in 1992 by former champion lacrosse player David Morrow, Warrior is dedicated to a core set of principles: technical superiority, grassroots marketing, original and creative youthful expression and strong partnerships with retailers and suppliers. For more information please visit [www.warrior.com](http://www.warrior.com).

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