

BRAMPTON EXCELSIOR LACROSSE CLUB



Postal Box No.9213 – Brampton Mall Postal Outlet
160 Main Street South, Brampton, Ontario L6W-4R1
Member: Ontario Lacrosse Association
Major ♦ Junior A ♦ Junior B ♦ Masters ♦ Men's & Women's Senior
Field

PRESS RELEASE

The Brampton Excelsior Lacrosse Club has almost 150 years of history in the Brampton community. We partner with the Brampton Minor Lacrosse Association to provide the opportunity to play from 3 years old to Masters. We strive to reach for excellence on the floor and our fiscal goal is to ensure that all teams are self-sustaining. It is for this reason, we are pleased to announce that the Brampton Excelsior Lacrosse Club has transferred ownership of the Major Excelsior Team to Joe Norton, owner of Bug Juice Company.

Bug Juice has grown into the largest children's drink company in the United States and are now selling in Canada. Joe is a graduate from the University of Michigan with a master's degree in business administration. He is married with two children and lives and operates his business in the Detroit area. Joe fell in love with the game watching his kids play, learn basic skills, team work and how to be competitive.

With his experience in marketing, his vision is to build on the success of our history and to rebuild the Major Excelsiors into a competitive, championship team again, both on and off the floor.

The Brampton Excelsiors Lacrosse Club will continue to maintain control and operations of the Junior A & B teams, along with Women & Men's Field, and Masters.

We welcome Joe to the Excelsior family!!! Together we will promote and grow the game of lacrosse within the Brampton community.

Ziggy Musial, President
Brampton Excelsior Lacrosse Club