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## ONTARIO SENIOR "B" LACROSSE LEAGUE REBRANDING

TORONTO, ON – March 30<sup>th</sup>, 2019 – The Ontario Lacrosse Association’s Senior “B” Lacrosse League has announced its intention to rebrand. Since 1930, the Ontario Senior “B” Lacrosse League has organized box lacrosse competition for amateur players 22 years and older. Beginning in 2019, the league will become *Ontario Series Lacrosse*, complete with a revised logo and colours. The announcement is part of a bold new chapter for the league as it continues to promote itself to the membership of the Ontario Lacrosse Association.

“The Senior ‘B’ brand has evolved over the years as a direct result of the increasing number of players participating in box lacrosse; the league has become a place for younger players preparing for their Major Series Lacrosse and National Lacrosse League careers,” remarked Ontario Series Lacrosse Commissioner Joe Hiltz. “To mark this evolution, we felt that it was time for a fresh name, logo and colours which reflect where our league is now, and where it is heading.”

The league is currently comprised of six teams: the Brooklin Merchants, the Ennismore James Gang, the KW Velocity, the Oakville Titans (defending Ontario champions), the Owen Sound Northstars and the Six Nations Rivermen. The 2019 Ontario Series Lacrosse season will open on Saturday, April 27<sup>th</sup> when the KW Velocity visit the Six Nations Rivermen at Gaylord Powless Arena in Ohsweken, Ontario. For more information on the changes planned for Ontario Series Lacrosse, Commissioner Hiltz can be contacted at <[ontarioserieslacrosse@gmail.com](mailto:ontarioserieslacrosse@gmail.com)>.

### About the Ontario Lacrosse Association:

Since 1897, the Ontario Lacrosse Association (OLA) has been recognized as the administrative governing body which exists to improve, foster, perpetuate and govern of all levels (youth, junior and senior) and disciplines (box, field and women's field) of lacrosse in the province of Ontario.

In addition to coordinating the operation of the sport, the OLA provides informative resources, technical development programs and additional supplies for those interested in the “fastest game on two feet.” For more information, contact the Ontario Lacrosse Association at (416) 426-7066 or email [info@ontariolacrosse.com](mailto:info@ontariolacrosse.com).