



- FOR IMMEDIATE RELEASE -

ONTARIO LACROSSE LAUNCHES PLAYLACROSSE INITIATIVE TO DRIVE GROWTH

TORONTO, ON – March 1st, 2024 – The Ontario Lacrosse Association (OLA, @ontariolacrosse) is excited to announce the official launch of the **Play Lacrosse** campaign, which is aimed at promoting Canada’s national summer sport throughout Ontario. This initiative heralds the launch of PlayLacrosse.com, a digital platform that will serve to connect potential players and families with lacrosse programs in their local communities.

One of the key strengths of PlayLacrosse.com is its collaborative approach. This innovative platform allows Ontario Lacrosse and its member clubs to join forces in promoting participation in lacrosse programs. By directing parents and players to one centralized source for information, we are streamlining the process of discovering lacrosse opportunities across the province.

With the sport’s growing popularity and its return to the Olympic Games in 2028, **Play Lacrosse** is set to be a valuable resource for parents interested in introducing their children to this fun and fast-paced team sport. Launching today, the platform features an interactive map and offers information on a wide range of programs, equipment guidelines, and Try Lacrosse events, making it easier than ever for newcomers to get involved in the fastest game on two feet.

While we actively encourage and have a significant number of girls participating in our co-ed lacrosse programs, we are deeply committed to achieving gender equity and driving transformative change for women and girls in lacrosse. Underlining our commitment to celebrating and encouraging female participation, PlayLacrosse.com also highlights lacrosse programs specifically for women and girls.

By increasing the visibility of lacrosse and ease of access to OLA programs, we’re not just promoting participation; we’re actively working towards a future where Canada’s national summer sport is integrated into the fabric of every community across Ontario, propelling us towards our strategic goal of extending our reach and creating a more inclusive lacrosse community.

For more information, visit playlacrosse.com.