



Ontario Lacrosse Association
1 Concorde Gate, Suite 200C
Toronto, Ontario, M3C 3N6

T: (416) 426 - 7066
www.ontariolacrosse.com

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SENIOR "B" NORTHSTARS LOOK TO THE FUTURE WITH NEW OWNERSHIP

The Owen Sound Senior "B" NorthStars will have a new feeling around the team this coming season. A new ownership agreement for the team has been negotiated with Detroit-based Bug Juice Owner Joe Norton.

The Owen Sound Senior "B" Lacrosse Club has operated in Owen Sound for many years, winning six National Championship titles and ten Provincial titles under both the NorthStars and Woodsmen names since 1967. The new ownership group acquired all of the team's assets and intends to keep the team in Owen Sound in pursuit of championship titles. An immediate change taking place with the new ownership is the affiliation between the Owen Sound NorthStars and the Brampton Major Excelsiors, which is also owned by Bug Juice.

Current President Adam McKeachnie remarked "this team is so close to another championship run that we felt, as an executive committee, this was naturally our next step to put us back into the winner's circle of the Canadian Lacrosse Association (CLA) Senior "B" League". McKeachnie took over the operation to the club in 2016 and the team has continued to nurture its strong roots in the community with a winning attitude on and off the floor. Bug Juice plans to build on these accomplishments and further develop the team's approach.

Current General Manager Keith Peer commented "a guy like Joe Norton and his expertise with marketing will help us get to the Ontario Lacrosse Association (OLA) Finals this season and make our team competitive at the upcoming CLA Presidents' Cup Championship in Kahnawake, Quebec". The Presidents Cup is a title that the Owen Sound Senior "B" team hasn't held in a decade; the last time the team won the championship was back-to-back 2008 & 2009.

McKeachnie says "Many of our current players were in their rookie years when we won the cup in '08 and '09, and they say the winning feeling is coming back".

The Owen Sound schedule will look to kick off in late spring 2019. The team is looking for new volunteers, sponsors and wild and passionate fans. Interested individuals can contact Adam McKeachnie by phone at 519-370-9331.

Stay tuned for more press releases as exciting new changes occur.

http://ossrbnorthstars.pointstreaksites.com/view/northstars/news-1147/news_512356