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OWBLL REINVENTED AS WMSL, ANNOUNCES 2022 SUMMER SEASON PLANS

TORONTO, ON – March 11th, 2022 – The Ontario Women’s Box Lacrosse League (OWBLL) is excited to announce the rebranding to Women’s Major Series Lacrosse (WMSL) ahead of the 2022 season. This rebranding is just the first step in bringing Women’s Box Lacrosse to the forefront of lacrosse discussions in Ontario and all of Canada.

“After an unprecedented 2-year hiatus due to the global pandemic, now is the ideal time for the Ontario Women’s Box Lacrosse League to rebrand. For years, MSL (Major Series Lacrosse) has been recognized as the premier summer league for men’s lacrosse so it’s only appropriate that the premier summer league for women’s lacrosse be known as WMSL; Women’s Major Series Lacrosse. With Women’s Lacrosse at the Canada Summer Games and World Lacrosse adding a Women’s Box Championship event to the 2024 calendar, this is the time to show that Ontario has the best Women’s Box Lacrosse players in Canada and in the world!” stated Sue Finnen, WMSL Commissioner.

The MSL has been supportive of the rebranding and the two leagues plan to work together to back the growth of women’s box lacrosse in the future. “Major Series Lacrosse is excited to partner with Women’s Major Series Lacrosse. As the highest levels of lacrosse in Canada, both genders can support each other with common goals and synergies to grow the game.” stated Doug Luey, MSL Commissioner.

The rebranding and natural association with the MSL will help raise awareness to Girl’s Box lacrosse players that there is an opportunity to continue playing box lacrosse at the highest level in Ontario following their minor lacrosse careers. The league also has yearly affiliations to allow teams the use of U22 Girls, subject to OLA Policies, and some U22 Girls’ teams have already begun directly affiliating with WMSL teams.

The 2022 WMSL regular season is set to kick off in June and culminate with Championships in mid-August. Schedules are currently being finalized and the league is planning to continue its unique model of holding League Days in a round-robin format, as well as invitational tournaments.

The league was originally founded in 2008 to give women a place to play high quality competitive box lacrosse. In 2011, the league was formerly recognized by the OLA and has since grown to its current size of 10 teams: the Akwesasne Outlaws, Arthur Aces, Clarington Gaels, Grand River Attack, Hamilton Lady Bengals, London Thrasher, Niagara Turtle Islanders, Owen Sound North Stars, Toronto Stars and Whitby Rush. Future plans include the league expanding into some of the untapped areas of Eastern Ontario.

Along with the name change, the WMSL will also be launching a new logo. The league has decided to give its players and fans an opportunity to design its logo, and will be running a logo contest until mid-April with the winning design being unveiled in May 2022.

For the most up to date information on the WMSL, visit www.womensmajorseries.ca.