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## ZONE 8 TO EXPAND "SILENT NIGHT" TO A FULL WEEK THIS SEASON

TORONTO ON – May 26<sup>th</sup>, 2016 – Based on the successes of the 2017 and 2018 "Silent Night" initiative to encourage positive behaviour within its arenas, the Zone 8 Executive has unanimously approved expanding the idea to an entire week of Zone 8 games beginning on June 3<sup>rd</sup>, 2019.

The Silent Night initiative began as a grassroots effort by members of Zone 8 as a way to raise awareness about the harmful impact that negative yelling can have on the game. During games played between June  $3^{rd} - 7^{th}$ , parents and fans are encouraged only to cheer and clap throughout the game for their teams.

"The whole idea is to safeguard respect," said Zone 8 Director Steve Kelly, himself a coach and parent of a player who also serves as a referee. "Respect for players, coaches, officials and most importantly, respect for the game. When we first began this idea in 2017, we hoped to raise awareness about how yelling and hurtful comments can affect the game. We know that changes in culture can't happen over night, and so we're taking this approach to make sure everyone knows that we are serious about making sure that everyone in lacrosse is respected for their contributions." The program has since been exported to other zones.

Ahead of June 3<sup>rd</sup>, clubs in Zone 8 are promoting the program on social media and through email campaigns directly to teams. More information about the Silent Night initiative can be available by contacting Steve Kelly at zone.8@hotmail.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 <a href="mailto:info@ontariolacrosse.com">info@ontariolacrosse.com</a>.





## silent week june 3-7, 2019



respect the refs.
respect the players.
respect the coaches. respect the game









