

# **INAUGURAL WORLD SERIES OF LACROSSE NATIONAL CHAMPIONSHIP AT BROWN UNIVERSITY JULY 22-25**

## **New Balance and Warrior Lacrosse will Host Inaugural Event**

(Norwood, MA – May 19, 2010) Get ready for some competitive town youth lacrosse as the inaugural World Series of Lacrosse national championship presented by New Balance will be held at Brown University this summer from Thursday, July 22 through Sunday, July 25.

Darrell Benson, the president of EMLOA (Eastern Mass Lacrosse Officials Association), and Jack Piatelli, a former NLL player with the Boston Blazers and the New England regional sales manager for Warrior and Brine sports, have created this unique organization to provide the sport of lacrosse with a similar model as youth baseball and football.

Sixteen competitive eighth grade boy's town teams across the United States will vie for the national championship in this year's World Series of Lacrosse. The plan is to eventually expand the tournament to include girl's teams, additional age groups and an international division. Next year, the organization hopes to start a pilot international program in several countries, including Canada and Australia, with the goal of eventually bringing other countries' champions. "The idea is that one day, this can be our Williamsport, with kids from all over the world competing here, enjoying a tremendous lacrosse experience, meeting other players from across the country and around the world while getting national recognition," said Benson.

Over the course of five years, Benson and Piatelli have formulated a strategy with an initiative to promote and foster the growth of lacrosse, after noticing a lack of strong competition for local town teams to compete in. "The sport of lacrosse is exploding in terms of youth participation, more and more towns across the country have teams. But the key is giving them a chance to improve their skills and compete against other good teams," said Piatelli.

While traveling select club teams compete nationally, Piatelli and Benson say the beauty of this model is that it allows more players to participate in highly competitive lacrosse without the travel and expense of the competitive club programs. "The great thing about town teams is that the kids get to play with their buddies from home," said Benson. "Club teams offer a great chance for kids to work on their skills, but it's nice in the Little League World Series to see players competing for town pride alongside their friends."

The World Series of Lacrosse, Inc. (WSOL) is a non-profit corporation that was formed to provide a new and unique lacrosse experience for many levels of play. To learn more about the tournament and its mission, please visit the World Series of Lacrosse official website at [www.worldseriesoflacrosse.org](http://www.worldseriesoflacrosse.org).

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