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FOR IMMEDIATE RELEASE



## PETERBOROUGH MINOR LACROSSE PARTNERS WITH TRUE SPORTS LACROSSE FOR 35<sup>th</sup> ANNUAL LAKER CLASSIC TOURNAMENT

**Peterborough, ON** — The Peterborough Minor Lacrosse Association is proud to announce their newest corporate partner, TRUE Sports Lacrosse, as the presenting sponsor of the 2020 Laker Classic May 22nd-24th, 2020.

PMLA President Aaron Garfat stated, "we are extremely excited to partner with TRUE Sports for the 2020 Laker Classic. The "Classic" is one of the premier tournaments of the season in the OLA drawing top teams from across the Province and TRUE Sports is a premier provider of innovative lacrosse equipment. The partnership includes the creation of the #MADETRUEPLAYTRUE Champions program that sees every player on each of the 5 championship winning teams receiving a New 2020 TRUE Sports Lacrosse product as well as a number of other initiatives."

Tom Burns, Lacrosse General Manager for TRUE Sports, spoke about the partnership with The Classic. "TRUE is thrilled to be the Title Sponsor for the 2020 Peterborough Minor Lacrosse Association, Laker Classic. TRUE is investing heavily into the box lacrosse category and The Classic is the ideal platform for us to establish our brand as a real player in the market. As one of the premier OLA early season tournaments we look forward to showcasing our products to the coaches, athletes, parents and fans who attend The Classic. The #MADETRUEPLAYTRUE Champions program will give us the opportunity to put our newest products in the hands of some of the best youth players in the Province."

### About TRUE Sports Inc.

A leading innovator & manufacturer of premium sporting goods, TRUE Sports, Inc. is a leader in golf, hockey, lacrosse, diamond and ice skate industries. The company produces a wide variety of premium performance products under the True Temper, Project X, Grafalloy, ACCRA, Aura and TRUE brands in countries throughout the world. More than 1,000 individuals in 10 facilities proudly represent TRUE Sports across the United States, Europe, Japan, China and Australia.

For more information visit [www.truesportslacrosse.com](http://www.truesportslacrosse.com). In addition, you can follow TRUE Sports Lacrosse at [@playtruelax](https://twitter.com/playtruelax).

MADE TRUE. PLAY TRUE.