



**August 13, 2019**

**FOR IMMEDIATE RELEASE**

**TRUE SPORTS LACROSSE TO SPONSOR 2019 MIDNIGHT MANIA ON SEPT 1<sup>ST</sup>,  
2019**

**MEMPHIS, TN** – After the inaugural Midnight Mania brought 88 of the best players in the Class of 2020 to Delaware for one of the most unique events on the lacrosse calendar, Inside Lacrosse is partnering with TRUE to provide an even better experience for premier players in the Class of 2021.

The event, for which open registration sold out in hours, will be held at the 76ers Fieldhouse in Wilmington, Del., beginning on the night of Friday, Aug. 31 and ending in the early morning hours of Saturday, Sept. 1.

A brand-new facility, 76ers Fieldhouse, is home to the Philadelphia NBA franchise’s G-League team the Delaware Blue Coats, and features a full-size turf indoor field as well as an outdoor lit turf field. Attendees will receive a pair of TRUE Frequency 2.0 gloves, a pinnie, and shorts, as well as a Recruiting Profile on [www.insidelacrosse.com](http://www.insidelacrosse.com). They’ll be coached by head and assistant coaches from top DI programs, participate in position and team practice sessions, and play two games.

“TRUE Sports Lacrosse is extremely excited to partner with IL on Midnight Mania,” says Tom Burns, General Manager – TRUE Sports Lacrosse. “As an up-and-coming brand in the market, we are always looking for events that stand out in a crowded field. The Midnight Mania event is one of the most unique and exciting experiences in the world of high school lacrosse. College is an amazing time in the career of a lacrosse athlete, and the TRUE brand is proud to be there right from the start.”

The inaugural Midnight Mania was a media sensation, generating more than 500,000 highlight views across multiple web and social media platforms.

“Midnight Mania was a surreal experience last year, and with adding the comforts of a first-class indoor facility and all the support that TRUE provides, I have no doubt Year Two will be even better,” IL Publisher Terry Foy says. “This event falls at a pivotal moment in the lacrosse calendar and, for so many reasons, it’s one of the most exciting nights for me, personally, for the IL staff and — I think it’s safe to say — for everyone involved.”

**MADE TRUE. PLAY TRUE.**



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**About TRUE Sports**

About TRUE Sports For more than 100 years TRUE Sports has been innovating performance-enhancing sports products. We put the research, time, and investment into our ideas; the blood, sweat, and tears into our designs; the late nights and early mornings into perfecting the experience customers will have with our products – because we know good isn't good enough. It's greatness that carves a legacy.

For more information about TRUE Sports Lacrosse, visit [www.truesportslacrosse.com](http://www.truesportslacrosse.com). For more information about TRUE Sports, visit [www.true-sports.com](http://www.true-sports.com).

**About Inside Lacrosse**

Inside Lacrosse is the premier media outlet for the sport of lacrosse. Founded as a print newsletter in 1997, it's grown into a monthly feature publication (Inside Lacrosse Magazine) and annual book (Face-Off Yearbook). Its website InsideLacrosse.com is the sport's most-trafficked with more than 10M visitors and 50M page views annually. A leading social media network for lacrosse fans, total followership on Instagram, Twitter and Facebook exceeds 400,000 fans. As a partner of ESPN, IL's multi-channel video platform publishes more than 1,000 videos annual, with viewership exceeding 1M. Inside Lacrosse also hosts club team tournaments and individual showcases, with more than 2500 attendees at the IL Invitationals, Committed Academies and Prospect Days in the last year.

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