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**For Immediate Release**

### **IMLCA, TRUE Sports Team Up to Benefit Coaches, Athletes**

MEMPHIS, Tenn. (September 16, 2020) – TRUE Sports Lacrosse and the Intercollegiate Men’s Lacrosse Coaches Association (IMLCA) are teaming up for the benefit of coaches and student-athletes around the country. TRUE, a leading innovator and manufacturer of premium sporting goods, is proud to announce a partnership with the IMLCA that will include support of the 2020 IMLCA Convention and the IMLCA Players Directory. The IMLCA was formed in 2004 to serve the intercollegiate men’s lacrosse coaches’ community and is widely known for hosting the annual IMLCA Convention, the largest gathering of men’s lacrosse coaches in the world.

The TRUE team will leverage its TeamFirst program to support, educate and service the needs of the members of the IMLCA.

“Every day we are driven to not only make the best product in the world, but also to positively affect the game of lacrosse and those within it,” TRUE Sports Lacrosse General Manager Tom Burns said.

“Partnering with the IMLCA gives us direct access to coaches who have the ability to make a tremendous difference. We couldn’t be more excited to support the IMLCA’s mission and efforts to better the lacrosse community.”

As part of the partnership TRUE is integrating both educational content and product offerings into the IMLCA Players Directory. The Players Directory was developed by the IMLCA Technology Committee to provide a central database of high school players’ information for college coaches at all levels to facilitate communication between coaches and recruits.

“Coaches supporting coaches’ is a mantra of the IMLCA and we appreciate the support of TRUE Sports Lacrosse in two important initiatives that support our coaches. The 2020 Virtual Convention is going to be a groundbreaking event, as we go virtual, and TRUE’s support will allow us to expand our offerings,” said IMLCA President and Lime-stone College Head Coach JB Clarke.

“Our goal has always been to create game-changing product while supporting and advancing the lacrosse community, we couldn’t think of a better partner to support this mission.” TRUE Sports Lacrosse Global Sales Manager Lorne Smith said.

#### **ABOUT IMLCA**

*The IMLCA was formed in 2004 to serve the intercollegiate men’s lacrosse coaches’ community. To develop among intercollegiate coaches a deep sense of responsibility in teaching, promotion, and maintaining the growth of lacrosse in accordance with the highest ideals of fair play. To stimulate the development of quality leadership for lacrosse programs by recognizing professional contributions to the sport and keeping members informed of current coaching techniques and trends. To identify and pursue issues relevant to lacrosse coaches and to the sport of lacrosse; and to provide a forum for the discussion of matters of interest to members of the Association. To promote cooperative efforts with other professional organizations interested in the development of lacrosse and athletics in general. For more information on the IMLCA please go to [imlcaocoaches.com](http://imlcaocoaches.com).*

#### **ABOUT TRUE TEMPER SPORTS**

*A leading innovator & manufacturer of premium sporting goods, True Temper Sports (TRUE), 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.*

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