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For Immediate Release

Towson University, TRUE Sports Lacrosse agree to partnership

MEMPHIS, Tenn. (August 26, 2020) – TRUE Sports Lacrosse, a leading innovator and manufacturer of premium sporting goods, is proud to announce a multiyear partnership with the Towson University men’s lacrosse team as the official hard goods equipment supplier.

As the exclusive equipment provider, TRUE will supply heads, custom handles, custom gloves, custom arms, and new Zerolyte™ shoulder protection that meets the NOCSAE ND200 performance standard for the Tigers men’s lacrosse program. Towson players will also have the opportunity to test the latest prototypes and new technologies from TRUE, providing a new stream of high-level feedback directly to the product development team.

“Towson lacrosse is ecstatic to partner with TRUE as our official equipment supplier,” said head men’s lacrosse coach Shawn Nadelen. “TRUE is a company steeped in providing elite quality products that deliver exceptional performance. This, along with a commitment to strong relationship-based customer service and TRUE’s vision to help grow the game of lacrosse at the grassroots level allowed Towson lacrosse to understand what a great opportunity it was to join forces. As TRUE continues to grow, we feel very fortunate to be their first collegiate lacrosse program. We are 100 percent confident going to battle outfitted by TRUE and are eager for the opportunity!”

“We are excited to begin the partnership between the Towson University men’s lacrosse program and TRUE,” said Tim Leonard, director of athletics. “As our men’s lacrosse program continues to be on the forefront of college lacrosse, we are excited to partner with an emerging brand committed to the growth of the game at all levels.”

TRUE Sports Lacrosse General Manager Tom Burns appreciates the opportunity to outfit and service this elite lacrosse program.

“We couldn’t be more excited to work with Coach Shawn Nadelen, his staff and his players,” Burns said. “We’re grateful and humbled that Towson, a high-level NCAA men’s lacrosse program, has chosen to partner with TRUE as their hard goods supplier. “During our meetings with Coach Nadelen and team leaders, our shared passion for excellence was apparent,” Burns said. “This program strives for greatness on and off the field, and we work to do the same in everything we do. This sponsorship represents the next phase of our growth for our brand, and we look forward to a long and successful partnership with Towson.”

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.

ABOUT TOWSON UNIVERSITY

Towson University is Maryland’s university of opportunities. With more than 150 years of experience pushing possibilities, TU is recognized as one of the top 100 public universities in the nation and a leader in academic excellence, research and discovery. As the largest university in Greater Baltimore and Maryland’s fastest-growing university, Towson University’s momentum is always accelerating with 23,000 current students and