



U. S. National Tournament Runner Up (2010 Select), Semifinalist (2011 U15)

NDP / Dick's Sporting Goods Atlantic Cup Champions (2010 Select), Runner Up (2010 U15, 2009 Select, 2009 U15)

NDP / Dick's Sporting Goods Midwest Cup Champion (2008 Elite, 2008 Select), Runner Up (2008 U15)

Presidents Cup Champion (2010 U15, 2008 U15)

www.brlax.net ♦ 216.373.5684

Burning River members please log in to your account and go to the 'Account Home' page to access the coupons.

Press Release

2012 Dick's Sporting Goods Partnership & Promotion

Lakewood, Ohio – January 11, 2012 – Burning River Lacrosse is proud to announce that **Dick's Sporting Goods** will be a sponsor of our 2012 Summer Lacrosse leagues. The agreement will provide Burning River participants with discounts, promotions and in store events at area Dick's locations where Burning River participants can take advantage of Dick's Sporting Good's wide selection of the finest quality lacrosse products at competitive prices, backed by the best service anywhere.

"We are looking forward to working with Burning River Lacrosse and appreciate their commitment to youth sports and the community." Joel Layman Community Marketing Manager, Dick's Sporting Goods

As part of the agreement, Dick's Sporting Goods will be holding a "Burning River Lacrosse" day at their Westlake, Lyndhurst, Mentor and Canton stores on February 25, 2012. On February 25, 2012 all Burning River participants will receive discounts on all merchandise store wide (some exclusion apply). In addition, summer league and travel team members will receive additional promotional opportunities that can be either combined with the "Burning River Lacrosse" day or used throughout the year.

"This agreement provides Burning River Lacrosse with an opportunity to leverage Dick's Sporting Goods size, clout and reputation to further develop, expand and strengthen lacrosse in Northern Ohio." said Woody Calleri, Director. "We are excited to work with them and look forward to being able to provide additional events in the future.

Burning River Lacrosse was founded in 2005 to provide developmental lacrosse opportunities at all levels (introduction to the game, improvement of skills, national competition and college exposure) to Northern Ohio's lacrosse community. The company runs leagues, camps, clinics and travel team for players in the 3rd grade through college. The company also hosts charity events such as the Fall Breast Cancer Research Fund Raiser and the Spring Fisher House Charity Lacrosse Showcase to raise money and awareness for those in need and to teach participants about their responsibility to reach out and make a difference in the lives of others. For more information please visit our website (www.brlax.net), Facebook (www.facebook.com/BRlax) or contact us at wcalleri@brlax.net or 216-373-5684.

Dick's Sporting Goods started in 1948 by Dick Stack as a small bait and tackle shop in Binghamton, New York. Ten years later, his loyal customers began urging him to expand his business and start selling more products. Over the years, Dick's has grown to what it is now, with over 300 stores selling the finest quality products at competitive prices, backed by the best service anywhere. They strive to meet their goal of being the #1 sports and fitness specialty retailer for all athletes and outdoor enthusiasts through the relentless improvement of everything they do.

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