



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.brllax.net ♦ 216.373.5684

BURNING RIVER LACROSSE TURNS MISTAKE INTO OPPORTUNITY

(January 27, 2011)

Sometimes a mistake can lead to an opportunity to help. That's exactly what happened when the Burning River Lacrosse Club (Cleveland, OH) received a set of game shorts they ordered to wear at the Dick's Sporting Goods Tournament of Champions. "We have several kids on the team whose families have been affected by breast cancer," said Woody Calleri, Program Director for Burning River. "We thought it would be a nice tribute to wear shorts with pink in them at the tournament in Florida."

The mistake came to light when the team received the shorts from the manufacturer. The total number of pairs of shorts in the shipment was 204. They had only ordered 70 pairs.

Calleri then called the manufacturer (Boathouse) and club sponsor (Chipotle) to tell them about the mishap. They all wondered aloud if there was anything that could be done with the shorts to get some good out of them. Both Boathouse and Chipotle agreed that if the team came up with a way to use the shorts for a fund raiser that they would donate to the cause.

That's when the inspiration for the opportunity kicked-in.

Calleri called the teams together and explained what happened. The group decided that this was an opportunity to do something positive. The consensus was that they would sell the extra shorts to raise money for breast cancer research.

The young men of Burning River Lacrosse loved the idea. They would use their status as a participant in the national championship to help support a cause that is near to the hearts of several of them.

"We really believed that a national stage like the Dick's Sporting Goods Tournament of Champions would provide us with a great platform to sell these shorts and raise money for breast cancer research in Cleveland," said Calleri.

When they arrived in Tampa, the group got to work selling the shorts to other teams and spectators. In the end, they were able to sell every extra pair of shorts...plus 100 additional pairs. "I have received calls from other coaches and teams that were at the tournament in Florida asking if they can still get the pink shorts, " said Calleri. "The response was awesome."

Thus far, the efforts of Burning River Lacrosse and the generous donations from Boathouse and Chipotle have generated more than \$3,000 that will be donated to breast cancer research organizations located in the Cleveland area. That was important to Calleri and his players; they wanted the money to stay in their home state of Ohio.

To further honor their family members, the Burning River players wore the pink shorts along with pink t-shirts during their tournament games.

"It would have been real easy to just send the extra shorts back and forget about it," said Calleri. "I'm proud of my guys for stepping up and doing this."

For more information on the Burning River Lacrosse Club, please visit www.brllax.net.