



For IMMEDIATE RELEASE

ELEV8 Lacrosse Signs a Five-Year Coaching Mentorship Partnership with the Calgary Hornets

Calgary, AB, March 7th, 2017 – Media Release - ELEV8 Lacrosse is pleased to announce the renewal of a five-year partnership with the Calgary Hornets Lacrosse Association that will ensure the sport of lacrosse thrives in the Calgary NW quadrant. In its capacity as a partner, ELEV8 Lacrosse will serve to enhance and supplement the CLA coaching certification requisites by providing coaching mentorship seminars, chalk talks and engaging team visits for all Hornet teams that are age and skill-level appropriate.

ELEV8's commitment to growing the game of lacrosse in Calgary is well established. Together, ELEV8 and the Hornets will provide an opportunity for the community-based lacrosse association to improve in their quality of instruction, while reinforcing a consistent brand of lacrosse across the entire club. Working collaboratively accelerates learning and supports coaches' development, while establishing an adaptable approach for progression of skill development in players.

Dean Olson, President of the Hornets Association stated, "The Hornets have been involved with ELEV8 for the last five years. Working with ELEV8 has given our coaches the opportunity to learn from professional athletes that know the game inside and out. As we continue to evolve the process, coaches and players are getting more confident with each season. The Hornets association is very excited about the future of this partnership and are looking forward to the continued growth of our players, coaches and membership".

Through this partnership, ELEV8 intends to bring the same dedication to development as it offers through its own programs with skilled lacrosse experts and professional NLL players. ELEV8's Founder and CEO, Geoff Snider, agreed "ELEV8 is excited to continue to partner with the Hornets. We share in the desire to grow the game by implementing and providing exceptional technical development for volunteer coaches that will also benefit players. We share a commitment to core values such as respect, integrity, and a balanced perspective to encourage the evolution of the player's potential to excel both as an individual and as a member of a team. It is our goal to help the Hornets volunteer coaches and players understand these positive values as they compete as a team and mature on the lacrosse floor together."

ELEV8's approach to training and development will foster an immediate understanding of lacrosse for new coaches and further develop tenured volunteer coaches. Hornet participants will receive premier guidance, coaching, and leadership throughout their Hornet experience, resulting in an integration of sports, education, and community that is unrivaled in the Calgary area.

About the Calgary Hornets

The Calgary Hornets Lacrosse Association is one of eight member clubs within the Calgary District Lacrosse Association. The Hornets offer indoor box lacrosse programming for boys and girls ages 4-19 from April to June and is the largest box lacrosse club in Alberta with over 50 teams. The club is community based and draws participants from the NW Calgary communities.

About ELEV8 Lacrosse

ELEV8 Lacrosse is a Calgary based coaching organization founded by Geoff Snider in 2007. ELEV8 aims to develop and provide the highest level of instruction for the growing sports of field and box lacrosse for Canadian student-athletes. Since its inception, ELEV8 has broadened its scope to include grassroots implementation; CLASSROOM Lacrosse, Elite box lacrosse, and Elite field lacrosse development, coaching mentorship, as well as NCAA recruiting and guidance for student-athletes and families.

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