

PRESS RELEASE - FOR IMMEDIATE RELEASE

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DOVE 2009 - Determined to Oppose Violence Everywhere! 37 Hour Charity Lacrosse Game Going the distance! www.laxdove.ca

**Aurora Community Centre – Rink #1, Aurora Ontario, Canada
Starting June 12, 2009 at 5:00 am Ending June 13, 2008 at 7:00 pm**

Media Hours – June 12 from 5:00 to 6:00 pm & June 13 from 5:00 to 6:00 pm

It is a sad but interesting fact that not many Canadians know that our first national sport originated from an aboriginal game played hundreds of years before Canada became a nation. Aurora Masters Lacrosse is one of many groups promoting the sport and virtues of lacrosse while reaching out to those most in need in the community. We have decided to capture the community's attention by promoting violence awareness and prevention through the paradox of the game of lacrosse. As a result, we have formed a campaign called DOVE which stands for Determined to Oppose Violence Everywhere. DOVE 2009 is our second campaign! In fact, DOVE 2008 challenged other lacrosse groups to get involved in their community, and this challenge was answered by the Truly Lacrosse Cares, which raised over \$29,000 for the Children's Wish Foundation this April. DOVE 2009 hopes to exceed both last year's amount of funds generated (\$47,000 in our inaugural year) and awareness raised (spreading the message) for both the Canadian Centre for Abuse Awareness (www.abusehurts.com) and the Spirit of the Stick (www.spiritofthestick.com) organizations. Both non-profit community organizations attempt to rebuild, empower and protect individuals and their communities from the ravages of abuse, neglect and violence. We applaud their tireless determination to ensure no one is left feeling isolated, alone, or without hope. DOVE is our commitment to ensure that these organizations will continue to work until there is no further need for their services.

The DOVE 2009 weekend celebration starts Friday June 12th at 5:00 am, and will consist of a 37 hour charity lacrosse game with professional, amateur and celebrity players from across the country. Joining us from 5:30 am to 9:00 am will be Q107's Derringer in the Morning Crew as they broadcast live from the Aurora Community Centre. We will attempt to break a Guinness World record during this community celebration of our national sport. In addition, the town councillors from Aurora and Newmarket will enter

into a friendly competition for The Councillor's Cup, which will be awarded to the winner of a specific lacrosse challenge between these two neighbouring groups. Lacrosse skills will be showcased during the Newmarket Redbirds house league kids block on Saturday morning, and rising stars of the lacrosse world will be featured during a Junior B match between the Newmarket Saints and Orillia Kings, which will be played immediately following the main DOVE event. Throughout the two day event, NLL players will be dropping by to sign autographs and to take photos with their fans. On Saturday morning and early afternoon, a Family Fun Fair is scheduled with many games and activities such as face painting, live entertainment, games and prizes with food and refreshments. Our silent auction has something for everyone with a variety of items in a wide price range. We encourage you to consider donating items which can be included in the auction this year. Tax receipts will be available to the donors in the amount of the retail value of the product or service offered.

Another aspect of the DOVE 2009 campaign is to request support from the corporate community. We offer the challenge of matching every hour we play with a \$100 or more in donation to the CCAA. Again, corporate sponsors will be front and centre in the media stream for this event, but more importantly, everybody wins!

We are honoured by the overwhelming support from the Ontario Lacrosse Association, the Masters Division of the OLA, the National Lacrosse League, the Towns of Aurora and Newmarket, Sport Aurora, Rogers, Q107, Tom & Jerry's Bistros, Toronto Rock, Warrior Lacrosse, Sanderson Sports, Newmarket Junior B Saints, Newmarket Redbirds, Howard Johnson Hotel, Racer Sportif, Aurora Dome and so many more from the community. We have a growing list of DOVE co-chairs which include CBC's Rick Mercer, Voice from the West Bruce Barker, Q107's Ryan Parker, Lacrosse Legend Brian Shanahan, Dan "Big Dog" Ladouceur, Toronto Rock's Cam Woods, Jim Veltman (Co-founder of the Spirit of the Stick), and Ellen Campbell, Director of the CCAA.

We are still welcoming players, volunteers and sponsors for this year's campaign! It may take a community to raise a child, but who is willing to lend a hand to help the community? DOVE 2009 is determined to go the distance: Are you?

