

PRESS RELEASE - FOR IMMEDIATE RELEASE

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DOVE 2010 - Determined to Oppose Violence Everywhere! Marathon Charity Lacrosse Game Going the Distance! www.laxdove.ca

**Aurora Community Centre – Rink #1, Aurora Ontario, Canada
Starting June 11, 2010 at 6:00 pm Ending June 12, 2010 at 1:00 pm**

Media Hours – June 11 from 6:00 to 7:00 pm & June 12 from 11:00 to 1:00 pm

It is a sad but interesting fact that few 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 this sport and its virtues, with the added focus of reaching out to those most in need in our community. A little over two years ago, we 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 formed a campaign called DOVE, which stands for Determined to Oppose Violence Everywhere. DOVE 2010 is our third full scale campaign! In fact, during our first campaign (DOVE 2008), we challenged other lacrosse groups to get involved in their communities, and this challenge was answered by the organization Truly Lacrosse Cares, which raised over \$29,000 for the Children's Wish Foundation in April 2009. DOVE 2010 hopes to exceed both last year's amount of funds generated (\$38,000) 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 2010 is our commitment to ensure that these organizations will continue to work until there is no further need for their services.

The DOVE 2010 weekend celebration starts Friday June 11th at 6:00 pm, and will consist of a marathon 14 hour charity lacrosse game with professional, amateur, and celebrity players from across the country. To continue the tradition of getting the community involved, a four hour block will be available for the general public to join us on the floor during the morning of Saturday June 12th. We will attempt to break a Guinness World record during this celebration of our national sport. Lacrosse skills will be showcased during the marathon game, with a special treat being the Newmarket Redbirds house league kids block on Saturday morning. Throughout the two day event, NLL players will be dropping by to sign autographs and to take photos with their fans. 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 2010 campaign is to request support from the corporate community. We invite sponsors to meet the challenge of matching every hour we play with a \$100 or more in donations to the CCAA and Spirit of the Stick. 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, Q107, Tom & Jerry's Bistros, Toronto Rock, Sanderson Sports, Newmarket Redbirds, Aurora Dome and so many more from the community. We have a growing list of DOVE co-chairs which include CBC's Rick Mercer, Q107's Ryan Parker, lacrosse legend Brian Shanahan, Josh "The Shooter" Sanderson, 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 2010 is determined to go the distance: Are you?



DOVE 2010
Going the Distance!

Marathon Charity Lacrosse Game
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Aurora Community Centre

