

## **PRESS RELEASE - FOR IMMEDIATE RELEASE**

### **CONTACT:**

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### **DOVE 2012 - Determined to Oppose Violence Everywhere! 12 Hour Marathon Charity Lacrosse Game Going the Distance! [www.laxdove.ca](http://www.laxdove.ca)**

**Aurora Community Centre – Rink #1, Aurora Ontario, Canada  
Starting June 8, 2012 at 7:00 pm Ending June 9, 2011 at 7:00 am**

**Media Hours – June 8 from 7:00 to 8:00 pm & June 9 from 7:00 to 8:00 am**

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 five 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 2012 is our fifth 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 2012 hopes to exceed both last year's amount of funds generated and awareness raised (spreading the message) for both the Canadian Centre for Abuse Awareness ([www.abusehurts.com](http://www.abusehurts.com)) and the Spirit of the Stick ([www.spiritofthestick.com](http://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 2012 is our commitment to ensure that these organizations will continue to work until there is no further need for their services.

The DOVE 2012 celebration charity lacrosse game will consist of professional, amateur, and celebrity players from across the country. To continue the tradition of getting the community involved, time will be available for the general public to join us on the floor during the morning of Saturday June 9<sup>th</sup>. Throughout the two day event, NLL players will be dropping by to sign autographs and to take photos with their fans. We will end the celebration with a BBQ lunch and raffle of a wide selection of prizes.

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 2012 is determined to go the distance: Are you?



**DOVE 2012**

***Going the Distance!***

***Marathon Charity Lacrosse Game  
Starting June 8, 2012 at 7:00 pm  
Aurora Community Centre***

AbuseHurts.com



Canadian Centre for Abuse Awareness  
For the Prevention of Child Abuse and Adult Victimization

**Martin Kruze Memorial Fund**



*"The Creator's game has so much to offer!"*

**AURORA**

MASTERS LACROSSE

[www.amll.ca](http://www.amll.ca)

