

BURNING RIVER LACROSSE *Crosse Out Cancer!*

For Immediate Release



2017 Crosse Out Cancer!

College Lacrosse Showcase For the benefit of Breast Cancer Research

Lakewood, Ohio – October 12, 2017 – Burning River Lacrosse, Cleveland Clinic, Renegade Brands, Signature Lacrosse, and Athena Lacrosse are proud to announce the results of the *2017 Crosse Out Cancer* college lacrosse showcase to benefit the Comprehensive Breast Oncology Program at Cleveland Clinic.

This year's event was held on Sunday October 8, 2017 at the Johnson Controls Hall Of Fall Village Sports Complex in North Canton. The event featured scrimmages between college lacrosse teams from Edinboro University (W), Heidelberg College (M), Hiram College (M), John Carroll (W), Lake Erie College (M&W), Mercyhurst University (M), Ohio Valley (M), Saint Vincent College (M), Seton Hill University (M&W), University of Indianapolis (M), The University of Mt. Union (M), Walsh University (M&W), Washington and Jefferson (M), Wheeling Jesuit University (M), Wilmington College (M), Wittenberg University (M&W), The College of Wooster (M).

The event also featured guest speaker, Noah Parker. Noah grew up in Denver, Colorado. His mother was diagnosed with breast cancer when he was 5. She beat the first round of cancer and went into remission before passing away after the cancer had come back more aggressively than before.

This year's event over **\$24,500** (over \$152,500 in the past 8 years) for the Comprehensive Breast Cancer Program at Cleveland Clinic and had **1,971** fans, players, and volunteers in attendance throughout the day. Event revenues were generated through sponsorships, donations, t-shirt and sweatshirt sales, ticket sales, and food truck sales and through fundraising efforts of the participating teams themselves. These efforts were led by the players and staffs of Ohio Wesleyan (\$5,400), St. Vincent (\$1770), Walsh (\$1,128), Heidelberg (\$900), Mercyhurst (\$555). The funds raised will support the program's goal to advance research in breast cancer.

"We really appreciate everyone who came out to support this year's fund raiser and made this a great day for the Northern Ohio lacrosse community," stated Woody Calleri, Director of BR Lax "We are thrilled to have exceeded our fundraising and attendance goals of \$20,000 and 1,500 attendees."

"On behalf of the Cleveland Clinic, The Burning River Lacrosse family, Athena Lacrosse, the college participants and our program sponsor's we would like to thank everyone who donated, attended or volunteered their time to help make the event a huge success," stated Calleri "Building on this year's success, we have already begun planning for 2018 and look to expand the number of teams participating and the amount raised in support of breast cancer research."

For more information on:

- The **2017 Crosse Out Cancer!** event please visit http://www.brlax.net/template_2017cocshowcase.cfm
- To find info about the Cleveland Clinic cancer program, please visit my.clevelandclinic.org/cancer/default.aspx
- **For more information on** Burning River Lacrosse please visit (www.brlax.net), Facebook (BRLAX) or contact us at wcalleri@brlax.net or 216-373-5684.
- To find information on our wonderful sponsors please visit www.brlax.net/template_cocponsors.cfm

Cleveland Clinic's Comprehensive Breast Cancer Program offers the highest-quality care for screening, diagnosis and treatment of breast cancer. Equipped with state-of-the-art technology, our team tailors treatment plans to the patient's needs, taking into account the type of cancer, the age of the individual, the degree to which the cancer has spread, and the patient's general health and desires. Our breast cancer specialists also offer an array of resources that can help patients cope with the demands of breast cancer.

Burning River Lacrosse was founded in 2005 to provide developmental lacrosse opportunities at all levels (introduction to the game, improvement of skills, national competition and college exposure) to Northern Ohio's lacrosse community. The company also hosts charity events such as the 'Crosse out Cancer! college lacrosse showcase (raised a cumulative \$152,500 for Breast Cancer Research) and the Fisher House Charity Lacrosse Showcase (raised a cumulative \$364,000 for the families of wounded soldiers) to raise money and awareness for those in need and to teach participants about their responsibility to reach out and make a difference in the lives of others.