



SIMON FRASER UNIVERSITY

# PRESS RELEASE

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## 2011 Maple Leaf Awards

*In Support of Youth and Collegiate Field Lacrosse in British Columbia*

### FOR IMMEDIATE RELEASE

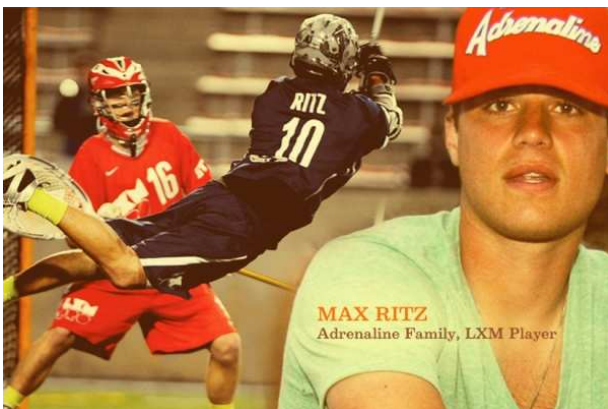
By William Howard, *SFU Lacrosse Media Relations*  
Simon Fraser University Men's Lacrosse

BURNABY, BC (January 25, 2011) The Simon Fraser University (SFU) men's lacrosse program, in partnership with Burnaby Mountain Selects Lacrosse, will be hosting the fifth annual Maple Leaf Awards Dinner this Saturday, January 29, 2011.

Each year, the Maple Leaf Awards celebrate Canada's national sport by supporting youth and collegiate field lacrosse in British Columbia (BC). The first event of its kind in Canada, the awards dinner and silent auction will usher in the upcoming collegiate season by recognizing SFU 2010 graduating seniors, introducing the incoming 2011 freshman class, and celebrating SFU lacrosse 2010 team award winners, PNCLL All-Conference and MCLA All-American league honors recipients.

The Maple Leaf Awards will also acknowledge the 2010 BMS Scholar Athlete Award recipients and individual player award winners for the 2010 summer and fall rosters of the Burnaby Mountain Selects Elite Touring Teams that competed in California, Colorado, Maryland, Massachusetts, Nevada, North Carolina, Oregon and Washington. As well, Randy, Ingrid and Max Friesen will be presenting the inaugural Chris Friesen Memorial Award on this very special evening.

Scott Rintoul, co-host of the morning show on Vancouver's all-sports station, the TEAM 1040, returns by popular demand for his fourth stint as the evening's Master of Ceremonies, while special guest Max Ritz, an All-ACC attackman at the University of Maryland, current professional lacrosse player and innovative entrepreneur will lead this year's keynote address.



Growing up in Wayne, Pennsylvania and having a standout lacrosse career at the University of Maryland, Max Ritz has gone from the East Coast hotbed of lacrosse to helping to revolutionize the sport and playing a major role in pioneering it's growth on the West Coast. Ritz is the Director of Sales for Adrenaline Lacrosse ("The Adrenaline Movement"), the premier apparel line in lacrosse and brand behind the largest club lacrosse organization in the United States, backing camps and youth leagues to major recruiting tournaments and showcases. Ritz is also a co-founder and player on the LXM Pro Tour, an initiative designed to introduce lacrosse to mainstream audiences by combining world-class professional lacrosse games with live concert performances. Well known today as part of the most innovative wave to hit the sport of lacrosse, Max Ritz continued to make a splash in the world of pop culture in the spring of 2010 when he appeared alongside business partner Scott Hochstadt in several season 6 episodes of the hit TV show "The Hills" on MTV. Ritz continued to make headlines this past December when he was named as an honoree by Rosewood Hotels & Resorts in their 30<sup>th</sup> Anniversary "30 Under 30" Awards.



In addition to the event's silent auction, Cathay Pacific will be giving away "Airfare for two (2) to New York" to one lucky winner in the evening's "Balloon Pop."

The event will be held at the Westwood Plateau Golf & Country Club in Coquitlam, BC starting at 6:00pm. Tickets (\$75.00 tax included) for this event are sold out.

For further information on the Maple Leaf Awards, including a complete archive of the event, please visit [www.selectslacrosse.com/maple-leaf-awards.html](http://www.selectslacrosse.com/maple-leaf-awards.html).



#### **ABOUT SIMON FRASER MEN'S LACROSSE**

Simon Fraser University men's lacrosse is entering its sixteenth season in 2011 and competes in the Men's Collegiate Lacrosse Association (MCLA). The Clan have captured a record eight PNCLL Conference Titles (1997, 1998, 1999, 2000, 2001, 2003, 2008 and 2009) and are tied for fifth all-time with ten MCLA National Championship tournament appearances, placing 2nd in 1999 and most recently playing in the 2010 MCLA Semi-Finals after reaching the Quarterfinals in 2008 and 2009. The Clan are proudly sponsored by Harrow Sports and Onyx Lacrosse / Riddell Helmets.

For further information on Simon Fraser men's lacrosse please visit [www.sfulacrosse.com](http://www.sfulacrosse.com) or follow the Clan on Twitter at <http://twitter.com/fraserlacrosse>.

#### **ABOUT BURNABY MOUNTAIN SELECTS LACROSSE**

Established in 2006 by Simon Fraser University men's lacrosse Co-Head Coaches Jeff Cathrea and Brent Hoskins, the Burnaby Mountain Selects Field Lacrosse Program is an amateur sports organization designed to train players in a high performance environment to best prepare them for a collegiate field lacrosse career. Selection and consideration into the program is reserved for a select group of elite student-athletes, who possess the desire to work hard and learn in a competitive team environment, while demonstrating the ability to prioritize their academics goals in the highest regard. More than 265 athletes in grades 5-12 have participated in the Selects program from over 35 communities across British Columbia's Lower Mainland, BC Coast, BC Interior, Washington State and Idaho. The Selects travel to compete in top college recruiting tournaments throughout North America, winning several international events and helping to place over 40% of graduating players in collegiate field lacrosse programs.

The Selects are proudly sponsored by Harrow Sports and Onyx Lacrosse / Riddell Helmets. For further information on Burnaby Mountain Lacrosse please visit [www.selectslacrosse.com](http://www.selectslacrosse.com) or follow the Selects LIVE on Twitter at <http://twitter.com/selectslacrosse>.

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