

FOR IMMEDIATE RELEASE

November 19, 2018

Contact: pll@dkcnews.com



BRONX LACROSSE TO BE AN OFFICIAL CHARITY PARTNER OF THE PREMIER LACROSSE LEAGUE

Bronx Lacrosse will work with the Premier Lacrosse League's PLL Assists initiative to bring the sport to new communities

Bronx, N.Y. (Nov. 19, 2018) – As the Premier Lacrosse League continues its revolutionary approach to the sport, the league has announced that the nonprofit organization Bronx Lacrosse will be an official charity partner.

PLL Assists is seeking to change the way that sports leagues interact with their communities by building lasting relationships with meaningful programs around the country. The program will focus on three specific areas during its inaugural season in 2019: increasing access to lacrosse in underserved communities, supporting American veterans in their transition back home, and joining the fight against cancer. Additionally, the PLL will assist its players' respective charitable endeavors by investing with financial support and shared resources. Within each of these initiatives, *PLL Assists* will work with selected, established non-profit partners, to make meaningful impact to people who need it.

"We are very excited and grateful to be partnering with the PLL in this initiative. Through this partnership we hope to get more students in the South Bronx involved and spread our mission of how lacrosse can truly help improve life trajectories," said Dan Leventhal, Founder and President, Bronx Lacrosse.

As part of *PLL Assists'* partnership, Bronx Lacrosse will work with the PLL to provide access to lacrosse through a comprehensive sticks-in-hands approach throughout the Bronx. The PLL will also support the full year academic & mentoring program that the nonprofit runs to give their students an opportunity to achieve success in the classroom, build their life skills, and become community leaders. Bronx Lacrosse is based around a model that is school-based, where students in the program are led by their on-site Program Coordinator, who tutors, mentors, and runs the lacrosse programming for its students.

“In only three years, it’s inspiring to see the growth of Bronx Lacrosse under the leadership of Dan Leventhal,” said Mike Rabil, co-founder and Chief Executive Officer of PLL. “Launching a program from scratch, from collecting gear to financing travel is no small task, especially in the poorest congressional district in the country. We’re excited to help fuel the growth of that growth of programs like Bronx Lacrosse through PLL Assists.”

To learn more about *PLL Assists*, please visit: premierlacrosseleague.com/assists

To donate to Bronx Lacrosse, please visit: bronxlacrosse.org/donate

About the Premier Lacrosse League

The Premier Lacrosse League (PLL) brings the sport of lacrosse to a national stage for the first time through a tour-based model, complete with the best players the game has to offer. Co-founded by lacrosse superstar, philanthropist, and investor Paul Rabil and his brother, serial entrepreneur and investor, Mike Rabil, the Premier Lacrosse League is backed by an investment group comprised of The Raine Group, Creative Artists Agency (CAA), The Chernin Group, and Blum Capital. The league was announced in October 2018, with an exclusive media-rights deal with NBC Sports Group. The PLL season will begin in June 2019, with six teams, embarking on a 14-week season that concludes with a playoff and PLL championship game. The PLL season will be distributed through an exclusive media-rights agreement with NBC Sports Group. For more information, visit PremierLacrosseLeague.com, and follow on social media:

Instagram: @PLL

Twitter: @PremierLacrosse

Facebook: @PremierLacrosseLeague

YouTube: YouTube.com/PLL

About Bronx Lacrosse

Bronx Lacrosse is a nonprofit that aims to improve educational and life opportunities for students in the South Bronx Community. Located in the most underserved congressional district of the U.S., Bronx Lacrosse gives their students an opportunity to achieve academic success, build their life skills, and become community leaders. They are currently partnered with two schools in the South Bronx and are servicing approximately 100 boys and girls.

Instagram: @Bronx_Lacrosse

Twitter @Bronx_Lacrosse

Facebook: @BronxLacrosseInc