



BURNABY MOUNTAIN LACROSSE

PRESS RELEASE

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Selects Lacrosse appoints Luke Genereux as Assistant Manager of Operations

FOR IMMEDIATE RELEASE

By William Howard, *Bby Mtn Lacrosse Media Relations*
Burnaby Mountain Selects Lacrosse



Luke Genereux

Assistant Manager of
Operations

BURNABY, BC (February 7, 2010) – Selects Lacrosse Inc. is proud to announce the appointment of Luke Genereux to the part-time position of Assistant Manager of Operations. Genereux will report directly to the Executive Director and be responsible for helping to support the Selects market development and position as an industry leader, committed to continuing to pioneer the growth of field lacrosse in the Pacific Northwest. Genereux, who has been with Selects Lacrosse since 2008, will assume his new role while maintaining his position as an Assistant Coach with the Burnaby Mountain Selects Elite Touring program.

"Luke is a great coach but he is also a very gifted and hardworking student who can add considerable value to our marketing organization and business development," said Brent Hoskins, Selects Lacrosse Executive Director and Co-Head Coach of the Simon Fraser University men's lacrosse team. "As someone who has already played an integral part in helping us become the premier travel program in Western Canada, we cannot think of a better person to help lead our next stage of growth, while continuing to be an outstanding role model for young student-athletes."

Genereux is currently studying towards a degree in Business Administration at Simon Fraser University (SFU) with a concentration in Marketing. He is also a senior captain on the SFU men's lacrosse team, where he has been named an MCLA All-American and two-time PNCLL 1st Team All-Conference selection. In addition to his on-field accomplishments, Luke has been recognized for his hard work and commitment in his community as the recipient of both the inaugural Ted Fridge Scholarship (2007) and Chris Friesen Memorial Award (2011).

In his role as Assistant Manager of Operations, Genereux will contribute to the rapidly growing content of value-added initiatives offered by Selects Lacrosse through a focus on integrated marketing communications and program development. He will also contribute to the Selects' day-to-day operations by playing a lead role in project management, office support and customer service.

Genereux has already transitioned to his new role and will provide organizational support from the Selects central office in Port Moody, British Columbia, Canada.

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 academic goals in the highest regard. More than 265 athletes in grades 5-12 have participated in the Selects program from over 30 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 or follow the Selects LIVE on Twitter at <http://twitter.com/selectslacrosse>.

CONTACT: Executive Director / Co-Head Coach, Brent Hoskins +1 (604) 836-7748, bhoskins@alumni.sfu.ca

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