



**BURNABY MOUNTAIN LACROSSE**

# ***PRESS RELEASE***

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## **Selects Lacrosse names Co-Founder Jeff Cathrea to New Position of Associate Director**

### **FOR IMMEDIATE RELEASE**

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



**Jeff Cathrea**

B.Sc. (Kin)  
Associate Director

**BURNABY, BC** (May 25, 2011) – Selects Lacrosse Inc. has announced that co-founder Jeff Cathrea will be transitioning from his current position as Director of Operations and Co-Head Coach of the Burnaby Mountain Selects Elite Touring program to the newly created position of Associate Director. In this role, Cathrea will continue to help drive the growth of Selects Lacrosse by dedicating his focus to the identification and development of new off-field initiatives aimed at expanding Burnaby Mountain's current portfolio of industry leading programs.

Cathrea has been committed to promoting the growth of field lacrosse in Western Canada and the Pacific Northwest for close to 15 years. He began running camps in 1999 and coaching at the minor club level. In 2005, Cathrea became Co-Head Coach of the men's lacrosse team at Simon Fraser University (MCLA Div. I), helping guide the Clan to an overall record of 76-32 (.704) and winning back-to-back PNCLL Conference Championships in 2008 and 2009. After graduating with a degree in Kinesiology from Simon Fraser University and being recognized as a USILA First Team All-American, Cathrea also gained a reputation for innovation and industry leadership through the development of Canada's first lacrosse specific conditioning and speed improvement program. In 2006, Cathrea and founding partners, Joyce Simons and Brent Hoskins, launched the Burnaby Mountain Selects, creating their Elite Touring Team model and what is now widely recognized as one of Canada's top field lacrosse development programs.

"Jeff is an extremely knowledgeable coach and he has played a key role in the development of Burnaby Mountain Lacrosse and our Elite Touring program," said Selects Lacrosse Executive Director, Brent Hoskins. "While we will miss his on-field contributions, the growth of field lacrosse in British Columbia and increase in opportunity for our student-athletes will continue to be fueled by our ability to offer leading edge programs that achieve our organizational vision of developing leadership in our athletes, while opening doors for their athletic and academic future."

Cathrea's dedicated focus on program development marks another milestone for Selects Lacrosse as the company continues to experience rapid expansion and effectively positions their rooted passion in lacrosse for long-term, sustainable growth. Over the last two years, Selects Lacrosse has continued to strengthen its resources and executive leadership through the appointments of Brent Hoskins as full-time Executive Director (March 2009), Joyce Simons as full-time General Manager (September 2009), Luke Genereux as Assistant Manager of Operations (January 2011) and the recent appointment of Chris Fox as Director of Girl's Lacrosse (May 2011), which, as Hoskins noted in an earlier press release, will see Selects Lacrosse try and "help pave the way for female student-athletes to realize the same levels of opportunity that [they] have helped to develop for the athletes in [their] boys programs." Together with Cathrea, the expanded senior management team will direct the strategic evolution of Selects Lacrosse and continue to focus on providing increased opportunities for student-athletes, while growing the sport of field lacrosse in Canada.

### **ABOUT JEFF CATHREA, B.Sc.**

Associate Director, Selects Lacrosse Inc.

Mr. Cathrea is an experienced professional having owned or managed a number of leading edge businesses associated with athletics. He has a strong background in both health care and sport and founded Canada's first lacrosse specific conditioning and speed improvement program.

In addition to his work at Burnaby Mountain, Mr. Cathrea currently serves as Director of Active Rehabilitation at two of Canada's top performance centres: The Performance Institute (PI) and the Performax Health Group. Specializing in sport specific training and active rehabilitation, Jeff has worked with youth, amateur, professional, Olympic and Paralympic athletes. He has also worked as a Strength and Conditioning Consultant for the NLL's Vancouver Ravens and teams at both Simon Fraser University (SFU) and Trinity Western University (TWU).

Mr. Cathrea received a B.Sc. from SFU in Kinesiology and was an All-American in lacrosse. He is currently Co-Head Coach of the men's lacrosse team at SFU and is a founding Director of Burnaby Mountain Lacrosse and the SFU Lacrosse Endowment Fund.

#### **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 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. 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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