



BURNABY MOUNTAIN LACROSSE

PRESS RELEASE

www.selectslacrosse.com

Selects TV launches Video Production Services

FOR IMMEDIATE RELEASE

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



BURNABY, BC (June 15, 2011) – Selects Lacrosse Inc. has announced that ‘Selects TV,’ launched last summer, will continue to revolutionize the traditional club travel team model by offering exclusive video production services for the student-athletes involved in their Burnaby Mountain Selects (BMS) Elite Touring program. The new video production services will include the availability of personal highlight videos, as well as video libraries from each tournament.

The announcement comes after a significant investment in advanced video editing software and specialized workstations that provide Selects Lacrosse with the comprehensive in-house capabilities of being able to offer professional quality video at market leading prices. Included in the acquisition of cutting edge media equipment and technology has been the addition of an extreme camera monopod that elevates up to 17 feet to provide the perfect vantage point for on-field action.

“We pride ourselves in offering an all-inclusive experience that is ultimately designed to best prepare young student-athletes for a collegiate field lacrosse career, while opening doors of opportunity for their academic future,” said Selects Lacrosse Executive Director Brent Hoskins. “Video not only captures memories, allowing athletes to share their performances with family and friends, but it is also a critical component of the college recruitment process. Providing our athletes with another valuable tool to market themselves to College Coaches continues to elevate the unmatched value and service provided by our Elite Touring program.”



The Selects TV extreme camera monopod captures action from 17 feet up.

Starting this summer when the BMS U13 and U15 Elite teams travel to Denver, Colorado for the University of Denver Pioneers Team Camp (June 24-26), each Selects trip will include a team videographer to film the majority of BMS games at each event. Introductory rates on DVD Box Sets of edited games for each age group will be available for \$12.50 per game (+HST), with personal highlight videos available for \$199 (+HST). All edited highlight videos will be 3-5 minutes and include footage from up to 4 tournament games on file, selected by the athlete.

ABOUT BURNABY MOUNTAIN SELECTS LACROSSE

Established in 2006 and now widely recognized as one of Canada's top field lacrosse development programs, 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 300 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 proudly wear equipment and apparel by Harrow Sports and Cascade 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, Brent Hoskins +1 (604) 836-7748, brent@selectslacrosse.com

-30-