

**University Lacrosse
Top 16 Shootout
National Professional Lacrosse Association

Combined Mission

*laxers2020cure***

[University Lacrosse](#)¹, the [Top 16 Shootout National Men’s High School Lacrosse Recruiting Tournament](#)², and the [National Professional Lacrosse Association](#)³, have joined forces and missions into a singular bold effort, ***a lacrosse campaign to reach a cure for cancer by 2020. laxers2020cure*** is the campaign.

In a lacrosse game, when you are down, you take the game back one goal at a time. In this game, we are going to get the cancer, one cancer at a time. Our first opponent being set up to take the loss is ***multiple myeloma***. Its cure will lead to cures for other cancers. Our campaign is unmistakably singular in purpose: ***laxers2020cure is going to take multiple myeloma out of the game by 2020.***

There is an organization, the [Multiple Myeloma Research Foundation \(“MMRF”\)](#), who has successfully pursued and continues to pursue innovative means to accelerate the drug discovery and development process of next-generation multiple myeloma treatments, to extend the lives of patients and lead to a cure. They know how to rush the process. They need money to reach a cure. We are dedicating all of our facilities, all of our properties, all of our partnerships with sponsors & advertisers & various media outlets, all of our efforts, all of our net proceeds, and as much of the lacrosse community that we can get to join us, to get the money for [MMRF](#), in sufficient amount so that [MMRF](#) can reach the cure by 2020.

Individual Company Missions

¹[University Lacrosse \(“The U”\)](#) – University Lacrosse, and its predecessor organizations dating back to 1989, have had a clear mission, provide for kids the ‘right stuff’ about the sport of lacrosse, the ‘how-to’ of the game, the right mechanics of individual play, the flow of team play, provide opportunities to play, and to create opportunities for players to advance. In the delivery of its mission, University has been an incubator for both The Top 16 Shootout National Men’s High School Lacrosse Recruiting Tournament and the National Professional Lacrosse Association. Through 2020, University Lacrosse becomes the perfect vehicle for NPLA Professional Lacrosse Players to reach deep into the youth lacrosse communities of each of the 32 NPLA markets, promoting the expansion of the NPLA while continuing the U’s clear mission of providing developing players the ‘right stuff’ of the game. Throughout this process, owners of University Lacrosse have pledged to donate to [MMRF](#) 100% of net proceeds of all of these activities until which time [MMRF](#) reaches a cure for multiple myeloma. Our goal is to help [MMRF](#) complete its task by or before 2020.

²[The Top 16 Shootout National Men's High School Lacrosse Recruiting Tournament \("Top 16"\)](#) – In keeping with its ideal of creating opportunities for men's high school elite-level lacrosse players, in 2007, the semi-annual Top 16 Shootout was born. Now an annual event, the Top 16 Shootout has become one of the nation's most competitive college recruiting tournaments. This forum presents tomorrow's college superstars in the most competitive light possible to every major recruiting program in the country. To insure that we will cinematically capture those phenomenal sports moments that inevitably arise during these games, beginning July 2010, we will be contracting the services of legendary NFL Films. NFL Films' unique style of incorporating multiple cameras, slow motion photography sequences and memorable narration will endeavor to bring viewing the game of lacrosse to an entirely new level. By taking these professionally produced game highlights to the internet and utilizing the viral opportunities provided by entities such as Twitter, Face Book and You Tube, to name a few, the potential for thousands if not millions of views is unlimited. Over time, thousands of high school students can benefit by such exposure, and the rewards are priceless. This event and the full year campaign that surrounds it annually, will help otherwise unknown student players get connected to the right school at the right time, and ultimately provides a gateway to millions of dollars in athletic and academic college funding, through various grant, scholarship, and aid packages. Owners of the Top 16 have pledged to donate to [MMRF](#) 100% of net proceeds until which time [MMRF](#) reaches a cure for multiple myeloma. Our goal is to help [MMRF](#) complete its task by or before 2020.

³[The National Professional Lacrosse Association \("NPLA"\)](#) – Following our mission statement of 'sustainable professional lacrosse', beginning winter 2010, University Lacrosse, trading as the National Professional Lacrosse Association, will create opportunities in 32 cities, in two phases, for lacrosse fans and sports fans to make advance season ticket reservations ("Advance Reservation") for the inaugural 2016 National Professional Club Lacrosse season. The 2016 season will open with 16 Professional Clubs (Phase I) and will expand in 2017 to 32 Professional Clubs (Phase II). An expansive marketing plan for the NPLA has been developed and will initiate in the winter 2010, combining many of the successful techniques and relationships evolving from within University Lacrosse and the Top 16 successes. Owners of the NPLA have pledged to donate to [MMRF](#) 100% of net proceeds until which time [MMRF](#) reaches a cure for multiple myeloma. Our goal is to help [MMRF](#) complete its task by or before 2020.
