



# PRESS RELEASE

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## FEDERATION OF INTERNATIONAL LACROSSE LAUNCHES FIRST FANHUB AGGREGATING CONTENT FOR 2018 FIL MEN'S WORLD CHAMPIONSHIP

NETANYA, Israel – At its annual General Assembly, The Federation of International Lacrosse announced the launch of its first “FIL FanHub” which will aggregate text, video, and social media content in one area for the 2018 FIL Men’s World Championship being held July 12-21, in Netanya, Israel.

The FanHub site provides one source which will collect content from a broad-range of news sources from around the world and share it on a minimum of 12 areas with the URL **fanhub.filacrosse.com**. Aggregated content will include media outlets, social media channels from athletes, participating teams, the World Championships host site, as well as original content from FIL’s media team.

“As an International Federation, our goal is to be a leader in content aggregation and provision, especially around our major events,” said FIL CEO Jim Scherr, who is the former chief executive of the U.S. Olympic Committee. “The FIL FanHub is a start in developing a destination that will provide news for our member nations, athletes and fans to enhance their experience with lacrosse even if they can’t attend a major event like the World Championship in person.”

Among the specific content areas will be: general information, daily newsletter, game summaries and results, FIL news section, integrated and aggregated social media channels from various sources including Twitter, Facebook, and Instagram, as well as links to various news sources and websites.

The FanHub will be branded with the World Championship and FIL logos and feature a distinctive look and feel of the organization and the sport (see image).

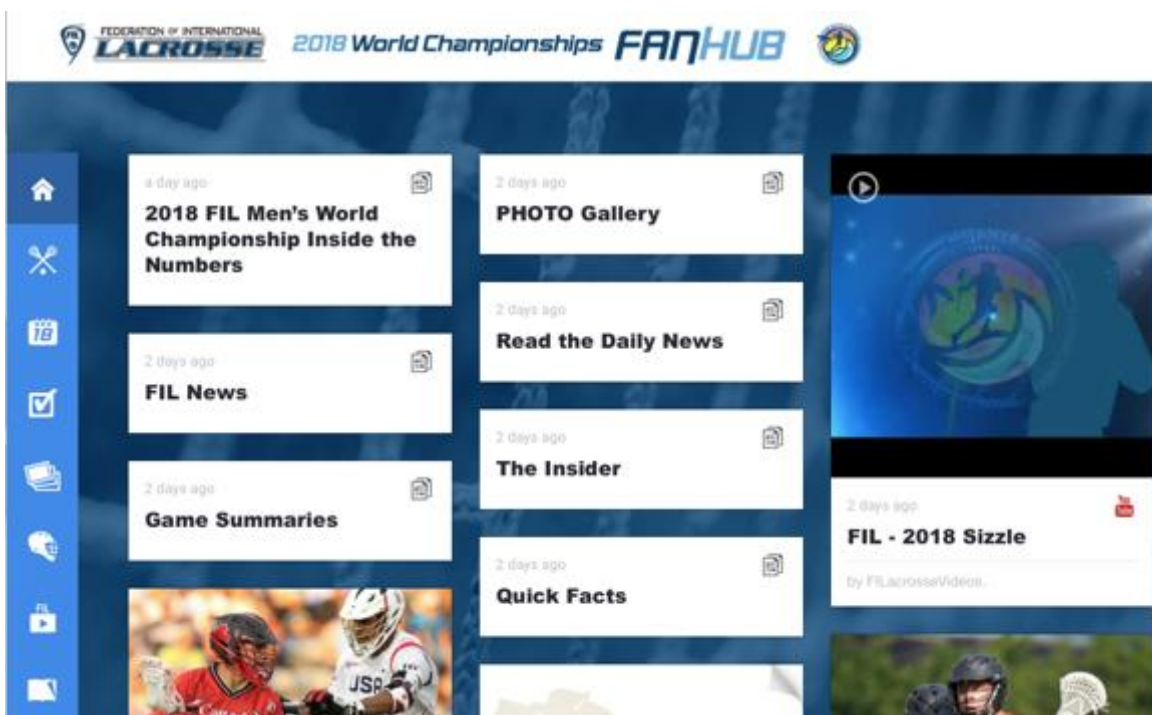
Scherr added that the goal will be to transition the site into an informational hub which will be a source for the lacrosse community to follow the sport and specific FIL news. The FanHub site will launch July 11.

## [www.filacrosse.com](http://www.filacrosse.com) ##  
## [www.worldlacrosse2018.com](http://www.worldlacrosse2018.com) ##  
## [www.fanhub.filacrosse.com](http://www.fanhub.filacrosse.com) ##

**Members:** Argentina, Australia, Austria, Belgium, Bermuda, Canada, China, Czech Republic, Denmark, England, Finland, France, Germany, Hong Kong, Ireland, Haudenosaunee Nation, Israel, Italy, Japan, Republic of Korea, Latvia, Netherlands, New Zealand, Norway, Scotland, Slovakia, Spain, Sweden, Switzerland, Taiwan, Switzerland, Taiwan, Thailand, Turkey, USA, Wales  
**Associate members:** Bulgaria, Chile, Colombia, Costa Rica, Croatia, Estonia, Greece, Guatemala, Haiti, Hungary, Jamaica, Kenya, Luxembourg, Malaysia, Mexico, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, Russia, Serbia, Singapore, Slovenia, Uganda  
**Allied:** APLU, ELF, FIIC



## FIL Fan Hub Launches July 11 - SAMPLE



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### About FIL

*The Federation of International Lacrosse (FIL) is the international governing body for men's and women's lacrosse. The FIL currently has 60-member nations and holds five World Championships: Men's Lacrosse World Championship; Under-19 Men's Lacrosse World Championship; Men's World Indoor Lacrosse Championship; Women's Lacrosse World Cup; and Under-19 Women's Lacrosse World Championship. Each event is held on a quadrennial basis. The FIL is responsible for the governance and integrity of all forms of lacrosse and provides responsive and effective leadership to support the sports' development throughout the world.*