

**For Immediate Release**

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## **NEWS RELEASE**

### **Synapse Sports Adding Boys Component to Sand Storm**

#### **Partnership with Riptide President G.W. Mix Will Double Size of Tournament**

**Annapolis, MD (October 23, 2008)** Last year's inaugural Sand Storm lacrosse tournament was a rousing success with 22 women's teams and 400 athletes enjoying high-level competition at a top-notch facility. Sand Storm will be even bigger and better in 2009 due largely to a ground-breaking agreement that will add a men's component to the hot, new tournament.

Synapse Sports, the recognized leader in women's lacrosse organization under their major brand [womenslacrosse.com](http://womenslacrosse.com), has announced a partnership with veteran men's lacrosse administrator G.W. Mix to transform Sand Storm into a premier club tournament on the West coast showcasing both sexes at the same venue. Mix and Cathy Samaras, founder and CEO of [womenslacrosse.com](http://womenslacrosse.com), are teaming up to double the size of Sand Storm and make full use of the incredible resources available at the Empire Polo Club in Palm Springs, CA.

"This is an historic breakthrough for club lacrosse because Sand Storm will become the model for what can be achieved when the men's and women's games are brought together at one location," Samaras said. "I have always believed that boys and girls can play lacrosse together at the same place provided the organizers work together for the good of the game and the benefit of the participants. This symbiotic relationship we are forming with G.W. Mix is going to create an incredible event."

Mix is the ideal partner for such a venture considering his vast knowledge and experience on the men's side. The Baltimore native was a standout goalie at The Gilman School and University of

Pennsylvania. He was the NCAA Division III Coach of the Year during a successful three-year stint at Franklin & Marshall and later served as head coach of his alma mater.

In 1990, Mix co-founded Champ Camp along with former Naval Academy head coach and current Washington College athletic director Bryan Matthews. Champ Camp has evolved into one of the nation's premier recruiting showcases for high school boys' lacrosse. In 2003, Mix moved to Newport Beach (CA) and founded the Cheetah Group Inc., a brand development, marketing and management firm specializing in entertainment and sports. He currently also serves as president and general manager of the L.A. Riptide franchise of the professional Major Lacrosse League.

"One of my passions involves increasing the development opportunities for the sport of lacrosse in California and the West Coast and this partnership with Synapse Sports dovetails ideally with that goal," Mix said. "The Samaras family is involved in lacrosse for all the right reasons. For Cathy and her daughters, it's all about growing the game. Cathy and I share the same vision and philosophy and that is why this relationship makes perfect sense."

Lacrosse on the boys' side initially sprouted in southern and northern California, primarily surrounding San Diego and San Francisco. In recent years, Mix has seen the sport explode in Orange County with more than 30 high schools earning certification from the California Interscholastic Federation. "I see tremendous potential for additional growth, but one of the greatest challenges we have in California involves resources. We just do not have enough suitable facilities and qualified coaches to go around," Mix said.

Mix called the Empire Polo Club "a dream venue" and jumped at the opportunity to organize a boys' component to Sand Storm, which is being held Jan. 10-11, 2009. He has set a goal of attracting 18-24 teams with half hailing from California and the other half coming from a mixture of established East Coast programs and emerging western clubs located in such states as Colorado, Oregon, Texas and Utah.

"There are very few club lacrosse playing opportunities in California so I expect this to quickly become the premier tournament for boys," Mix said. "The players out here are looking for every opportunity to compete while the college coaches in the west are looking for every opportunity to scout potential recruits."

Mix has been hard at work making plans for Sand Storm and intends to co-sponsor a golf tournament at the nationally-renowned Cimarron Resort and add a coaching clinic in conjunction with the tournament. Several noteworthy Division I head coaches have committed to the clinic for high school, club and youth coaches. "I think the long-term future for this event is very, very promising. We have a tremendous facility and all the components you look for in an event of this nature," Mix said. "What high school boy wouldn't want to play in a tournament that also has hundreds of girls and visa versa. I think the kids are going to love this."

Club directors or individual players interested in competing at Sand Storm should contact Synapse Sports at 410-573-1414 x117 or visit [www.synapsesports.com](http://www.synapsesports.com).

## **ABOUT SYNAPSE SPORTS**

Synapse Sports, under their major brand womenslacrosse.com, is the premier provider of lacrosse playing opportunities and recruiting events in the United States and beyond. Founder and CEO Cathy Samaras has been a trailblazer in the sport of women's lacrosse, working tirelessly for 20 years to promote the growth and development of the game – from grassroots to global.

Samaras has created lacrosse opportunities for players of all levels at extraordinary events disguised as lacrosse tournaments. Along the way, the organization has succeeded in empowering young athletes to feel the freedom and fun of playing, experience college on hard-earned scholarships, dream big and accomplish more than they ever thought possible. To learn more about the many exciting events organized and directed by the company, visit [www.synapsesports.com](http://www.synapsesports.com) or call 410-573-1414.