



BC Lacrosse Association
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- FOR IMMEDIATE RELEASE

BCLA ANNOUNCES MATT DOHERTY AS NEW MARKETING AND COMMUNICATIONS DIRECTOR

BURNABY BC – January 14th, 2022 – The British Columbia Lacrosse Association (BCLA) is proud to announce and welcome Matt Doherty as its new Marketing and Communications Director. Matt will be responsible for the administration of the BC Lacrosse Association’s Marketing and Communications, including digital content, website and social media management, media relations, sponsorship and partnerships, event management and general delivery of lacrosse programs and services that the BCLA delivers throughout the province of British Columbia.

Matt comes to the BCLA with many years of sport industry experience in both lacrosse and other sports, having previously served as the Promotions Director for the Ontario Lacrosse Association (2012-2015), as well as having worked for two other Provincial Sport Organizations in Rugby Ontario and Volleyball BC and one National Sport Organization in Volleyball Canada. Matt has a significant passion for growing the game of lacrosse in British Columbia, having played the sport since the age of four and having been previously involved as an administrator, coach and official.

“The lacrosse community is fortunate to have a person like Matt join our team. His past sport experiences will grow our marketing and communications efforts for our members,” said Gerry Van Beek, President of the BC Lacrosse Association.

Matt can now be reached by email at matt@bclacrosse.com or by phone at 604-421-9755.

About the British Columbia Lacrosse Association:

Our mission: Leading the way, we support and develop the lacrosse community and its collective culture – to learn, to play, to develop, to compete, to educate, to train, to have fun, and to succeed - by providing lacrosse programs and services throughout the province of British Columbia. For more information, contact the BC Lacrosse Association at 604-421-9755 or email info@bclacrosse.com