

# PATTISONSPORTSGROUP

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**FOR IMMEDIATE RELEASE**

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## **Pattison Sports Group Creates Girls Lacrosse Club Team – *Victory Girls Lacrosse***

### ***Announces the Hiring of Caitlin Kelley as Director of Women's Lacrosse***

Thornton, PA (March 28, 2014) - Pattison Sports Group, the premier sports marketing and event management firm in the Philadelphia area announced Caitlin Kelley has joined the organization as Director of Women's Lacrosse and will lead the formation of a new girls lacrosse club team – Victory Girls Lacrosse.

In addition to starting PSG's new girl's lacrosse club team, Victory Girls Lacrosse, Kelley will manage PSG's current portfolio of girl's lacrosse events including the Girls Summer Slam, Brandywine Classic, T300 Showcase and Texas Draw. Kelley will also be responsible with adding tournaments to the Victory Event Series lineup.

Jeff Long, President of Pattison Sports Group commented, "We are fortunate to add someone of Caitlin's ability and reputation in girl's lacrosse. It is an exciting time with the start of our new Victory Girls Lacrosse club team and we couldn't be happier to have Caitlin lead these efforts. She will also help expand our girl's lacrosse brand across the country."

Starting in 2014 Victory Girls Lacrosse will host four teams: 2016 Black, 2017 Red, 2018 Black and 2019/2020. Kelley will Head Coach the 2016 Black & 2017 Red teams and Genevieve Grossman will Head Coach the 2018 Black team. Co-Coaching the 2016 Black team is the highly decorated Lee Krug, longtime Unionville Head Coach and Southeastern PA Lacrosse Hall of Famer. Carolyn Thompson, Head Coach at Caravel, will serve as Head Coach for the 2019/2020 team.

Kelley is currently the Head Lacrosse and Field Hockey Coach at Archmere Academy in Claymont, DE and former decorated lacrosse coach at Downingtown East High School where she earned a 72-21 record during her stay. Her accomplishments include placing over 20 athletes at Division I or II programs as well as the U19World Cup Goalie in 2011.

For more information regarding Victory Girls Lacrosse or roster of Victory Event series tournament please visit <http://victoryeventseries.com> or call Caitlin Kelley at 484-352-3546.

### **About Pattison Sports Group**

Pattison Sports Group is Philadelphia's premier sports marketing firm specializing in Corporate Consulting, Property Representation and Event Management. For more information please visit [www.PattisonSportsGroup.com](http://www.PattisonSportsGroup.com).

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