

PATTISONSPORTSGROUP

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FOR IMMEDIATE RELEASE

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Cowboy Cup Shines In Second Year

Plano, TX (November 16, 2015) - Pattison Sports Group, the premier sports marketing and event management firm in the Philadelphia area and owner of the Victory Event Series, hosted the 2nd Annual *Cowboy Cup* this past weekend (November 14-15, 2015) at Russell Creek Park in Plano, TX. The tournament was spread across 12 fields and included 103 teams. By the end of the weekend, champions had been crowned in ten boys divisions ranging from 1st grade through high school.

"We are extremely pleased to see how lacrosse in Texas and the surrounding states has taken off," says Scott Ely, Vice President of Pattison Sports Group. "It's great to see this event go from 43 teams to 103 teams in just one year and we look forward to building on this success with upgrades to the Texas Draw next summer."

Potential upgrades to the Cowboy Cup's summer counterpart, the Texas Draw, may include bringing in coaches from several Division 1 schools as well as features to enhance the parent experience.

The level of competition was at an all time high with elite teams coming from North Carolina to Texas to throw their hat in the ring. Age groups were divided into multiple divisions, enabling recreational and school teams to compete against other teams of similar ability.

FINALS RESULTS BY DIVISION

High School A	Team LA Black over Coppell Cowboys Red (7-6)
HS B Championship	Plano Sr. HS 1 over Rockwall Varsity (6-5)
HS B Competitive	Georgetown over C2C Austin (7-1)
2020 A	Parrot Heads over Fireantz Lacrosse (6-2)
2020 B	Team 91 Texas over Dripping Springs Lacrosse (8-0)
2021	3d Dallas Select 2021 over Sentry TX 2021 (11-5)
2022	3d Dallas Select 2022 over Iron Horse Austin 2022 Orange (7-2)
2023	Sentry TX 2023 over LC Dallas 2023 (4-2)
2024/2025	Capital City Javelinas over Team 91 Texas (11-2)
2026/2027	Mohicans over Sentry TX 2026/2027 (7-3)

Thanks to Victory's Partnership with Gatorade, the sidelines were fully stocked with both Gatorade and water throughout the tournament while athletes received other Gatorade products for free. The *Cowboy Cup* had a well rounded vendor village that included STX, Team Lax Plus, Lacrosse Jewelry, Ultimate Team Posters and LaxSoHard. Delicious hot and cold beverages were also available.

Victory Event Series would like to thank all of its sponsors for their important role in helping make this event a success. We would also like to thank the City of Plano and Russell Creek Park for providing their great facility and ideal fields as well.

For more information regarding events and tournaments please visit victoryeventseries.com

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.

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