

CONTACT**Romey Johnson**romey@ruggedlaxgear.com**FOR IMMEDIATE RELEASE****May 14, 2015****Rugged Lacrosse Gear adds Jimmy Borell to Team**

Jimmy Borell, current Factory Lacrosse Program Director, former MLL, NLL, LXM Pro, and 2014 US Lacrosse Los Angeles Head Coach of the Year joins Rugged Lacrosse Gear

LOS ANGELES, California, May 14, 2015 – Rugged Lacrosse Gear, today announced that Jimmy Borell has joined the Rugged Lacrosse Gear company as Partner and Vice President of Business Development. Jimmy is well known in the Lacrosse world and will help Rugged grow its business outside of consumer products. Jimmy recently spoke about becoming a partner in Rugged saying, “I’m excited to join the Rugged Lacrosse Gear Team to help grow the company and have Factory Lacrosse join the Rugged Lacrosse Gear brand. The blue-collar hard nose, attitude we preach at Factory mirrors the Rugged Brand and logo. We think it is the perfect fit for us and are excited to have the Rugged ‘R’ represented on our uniforms and apparel!”

Jimmy Borell is the Director and Coach of Factory Lacrosse, LA Heat, and 2014 LA Chapter US Lacrosse Coach of the Year as he coached the varsity Palos Verdes High School Lacrosse Team to Back-to-Back 2014-2015 Bay League and LA Champions. Jimmy was also a three-year starter and captain for University of Maryland and played professionally in the MLL, NLL, and LXM Pro leagues. Rugged Lacrosse Gear is excited to add someone with Jimmy’s lacrosse knowledge and high profile to their growing organization. “Jimmy’s East Coast, West Coast influence will help Rugged to grow in markets inside and outside of Los Angeles”, says Rugged Lacrosse Gear Founder Romey Johnson. “We look forward to a long and prosperous relationship.”

About Rugged Lacrosse Gear

Founded in 2014 – Rugged Lacrosse Gear is a Lacrosse apparel company with a brand born of hard-work, endurance, and attitude to promote the sport of Lacrosse through a recognizable name brand. Located in Los Angeles, California the Rugged brand symbolizes the rough nature of the history of the Lacrosse sport, the urban toughness that the modern sport portrays, and the way the Creators game was invented. The Rugged brand is tough yet stylish; meant to thrive in being irregular and outside of the norm; and to be roughly dominate. The Rugged Lacrosse Gear brand embraces one’s playing style while maintaining the connection to the modern sport as it is portrayed today.

Learn more at www.ruggedlacrossegear.com

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