



## **For Immediate Release**

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### **KEVA SPORTS CENTER WELCOMES INFINITY LACROSSE TO THE FACILITY IN MIDDLETON WISCONSIN.**

**Infinity Lacrosse will manage and run multiple lacrosse leagues, camps, clinics, and tournaments for youth and adults**

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KEVA Sports Center is excited to announce Infinity Lacrosse will be moving into its facility in Middleton Wisconsin starting September 1, 2010. The new relationship will continue the high caliber of programs offered at KEVA Sports Center. Infinity Lacrosse takes over where Lacrosse America left off this past year. "Lacrosse America was a very good partner for the past 4 years" said Eric Fritz, owner of KEVA Sports Center "Bringing in Infinity Lacrosse will allow us to continue quality programming and add a much needed local organization knowledgeable of the community to run lacrosse programs"

Infinity lacrosse was founded in 2008 by Jaron Klopstein and Michael Storts. Jaron & Michael are graduates of local high schools, Middleton and Verona. They both played collegiate lacrosse and now have brought their skills and passion for the sport back to the Dane County area. Their mission is to maximize the talent of each individual player thru a team-centered, fun and safe environment built on respect, responsibility and competition.

"We are truly excited to work with KEVA and the local youth lacrosse clubs" says Klopstein, "We see the ability to teach, educate and excite the youth of the community about our passion, lacrosse"

Infinity lacrosse will run multiple programs this fall on the new turf field at KEVA Sports Center & also indoor box lacrosse. They will run a CollegePrep Fall Training, YoungGunz Mini camp, Ladylaxers mini camp, Men's 8 v 8 outdoor leagues, & Boys 8 v 8 Outdoor leagues. The winter sessions will include leagues & instructional training for boys & girls.

Infinity Lacrosse joins American Martial Arts Centers, Madison Tennis, and Middleton United Soccer Club as sports groups that operate some or all of their programs out of KEVA Sports Center.

For more information on Infinity lacrosse you can contact Jaron Klopstein at 608-320-2033 or [Jaron@InfinityLax.com](mailto:Jaron@InfinityLax.com) for information on KEVA sports Center you can contact David O'Keefe at 608-662-7529 or [dokeefe@kevasports.com](mailto:dokeefe@kevasports.com)

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