



Longstreth Sporting Goods and Women's Professional Lacrosse League Announce Partnership

Leading Sporting Goods Retailer partners with new women's lacrosse league.

SPRING CITY, Pa. – September 1, 2017 - [Longstreth Sporting Goods](#) and the [Women's Professional Lacrosse League](#) (WPLL) are pleased to announce a partnership and the launch of an exclusive online store for WPLL apparel. The store will be hosted on www.longstreth.com.

Former UWLX commissioner Michele DeJuliis [announced the launch of the WPLL on June 1](#), and will act as the league's founder and CEO. DeJuliis has since [appointed Jen Adams](#) as the league's first-ever commissioner. The WPLL will boast five teams in its inaugural summer 2018 season: Baltimore Brave, New England Command, New York Fight, Philadelphia Fire and Upstate Pride.

The league will also include a development program to train future professional players. The WPLL is committed to both advancing the sport of women's lacrosse through providing athletes with professional opportunities.

Longstreth has been a leader in women's sporting goods and is proud to support the new league to help advance women's lacrosse. Both organizations share common goals and commitment to supporting and growing the game of women's lacrosse. Founded and managed by players for players, Longstreth is dedicated to bringing the best products and services to the women's lacrosse athlete at any level.

Longstreth will host an online store for the exclusive official WPLL branded apparel. From t-shirts and sweatshirts to hats and decals, the line of products will offer something for every player, parent, and fan.

"We are proud to partner with the WPLL to be their exclusive online retailer," says Sue Guiliano, Apparel Manager, Longstreth Sporting Goods. "Longstreth and the WPLL have a common goal of supporting women's lacrosse and growing the game for players at every age and level."

"We are excited and thankful to partner with Longstreth as we launch the WPLL," says Michele DeJuliis, founder and CEO. "Dave and his team share our same vision when it comes to growing the game and providing opportunities for women and girls in our sport. We know they have a true passion for women's sports and are dedicated to providing our players and fans of all ages with the best products and apparel."

About Longstreth:

Longstreth Sporting Goods has been dedicated for 40 years to encouraging and developing women's sports for young female athletes. While specializing in Field Hockey, Lacrosse, and Fastpitch Softball, Longstreth can also outfit almost any team or athlete. Located approximately 30 miles northwest of Philadelphia, PA, Longstreth supplies uniforms, equipment, footwear, and training gear for female athletes across the United States.

Visit www.longstreth.com to see [the official WPLL online store](#).

Contact:

Kim Crater
Longstreth Sporting Goods, LLC
800.545.1329
www.longstreth.com