



FOR IMMEDIATE RELEASE

PANAMA JACK TO SPONSOR 2012 TEWAARATON AWARD WATCH LISTS

WASHINGTON, March 20, 2012 - The Tewaaron Foundation has announced that Panama Jack will sponsor the 2012 Tewaaron Award Watch Lists. The Tewaaron Watch Lists, presented by Panama Jack, will continue throughout the 2012 college lacrosse season through the announcement of the twelfth annual award winners.

The original men's and women's watch lists were announced February 15. The selection committees will make additions to these lists throughout the season as additional players distinguish themselves on a national level. Both lists will be narrowed to a leading group of 25 Tewaaron Award nominees in late April, with the five men's and women's finalists to be selected in mid-May. These finalists will be invited to the Tewaaron Award Ceremony, May 31 at the Smithsonian Institute's National Museum of the American Indian in Washington, D.C.

"We are delighted to welcome Panama Jack as our watch lists sponsor," said Sarah Aschenbach, Executive Director of The Tewaaron Foundation. "A household name associated with sun and fun, Panama Jack is a perfect addition for lacrosse season and the Tewaaron Award. We are grateful for their support of the Tewaaron Award and the sport of lacrosse."

"Panama Jack is proud to support the Tewaaron Award – honoring players in North America's fastest-growing, yet oldest sport – which recognizes the heritage of the sport and its Native American players," said Jack Katz, founder of Panama Jack.

For information on the Tewaaron Award and to purchase tickets to the Tewaaron Award Ceremony, visit www.tewaaron.com.

About The Tewaaron Foundation

First presented in 2001, the Tewaaron Award is recognized as the pre-eminent lacrosse award, annually honoring the top male and female college lacrosse player in the United States. Endorsed by the Mohawk Nation Council of Elders and US Lacrosse, the Tewaaron Award symbolizes lacrosse's centuries-old roots in Native American heritage. The Tewaaron Foundation ensures the integrity and advances the mission of this award. Each year, the Tewaaron Award celebrates one of the six tribal nations of the Iroquois Confederacy – the Mohawk, Cayuga, Oneida, Onondaga, Seneca and Tuscarora – and presents two scholarships to students of Iroquois descent. To learn more about The Tewaaron Foundation, please visit www.tewaaron.com.

About Panama Jack:

Panama Jack is an international company that has built a powerful brand and loyal following with product offerings synonymous with a carefree beach lifestyle. Its offerings include suncare

products, sunglasses, beach apparel, sandals and shoes, hats, jewelry, and beach chairs and umbrellas. Panama Jack added home furnishings to its product offerings in 2011, introducing its Home Collection and Outdoor Collection that allow people to live the Panama Jack lifestyle at home. The company also launched branded luggage and beach-cruiser bicycles in 2010, as well as opening the first of several Panama Jack retail stores at top travel destinations. Founded in 1974, Panama Jack is based in Orlando, FL. To learn more, please visit www.panamajack.com.

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