



FOR IMMEDIATE RELEASE

## **PANAMA JACK TO SPONSOR 2014 TEWAARATON AWARD WATCH LISTS**

**WASHINGTON, February 20** – The Tewaaron Foundation has announced that Panama Jack will sponsor the Tewaaron Award Watch Lists for a third year. The Tewaaron Watch Lists will be announced in New York City on the evening of February 27, 2014. A host of former Tewaaron winners, lacrosse stars and legends of the sport will be in attendance as the lists are revealed at this special reception.

Based in Washington, the Tewaaron Foundation will host the Tewaaron Award Watch List Announcement Reception as the organization's first event in New York. More than 200 tickets have already been purchased, and the event is likely to sell out. This special first-ever reception will both announce the 2014 Tewaaron Watch Lists and raise money to help support the non-profit Tewaaron Foundation and college scholarships for Native American high school lacrosse players.

For more information on attending the 2014 Tewaaron Watch List Announcement, click here [www.tewaaron.com/?q=New\\_York\\_City\\_Reception](http://www.tewaaron.com/?q=New_York_City_Reception)

A new guideline implemented for the 2014 season sets the initial men's and women's watch lists will at 50 players each. A cap has been placed on the number of players on the initial watch lists, as these players should represent the absolute best players in the country who have already proven themselves on the field.

Players not named to the initial list have several opportunities to play their way into a spot as the season progresses. There will be additions announced on March 20 and April 10. On April 24, the field will be narrowed to 25 men's and 25 women's nominees. Nominees can be players on the watch lists or players not on the watch lists, effectively allowing for a third round of additions for players who earn a spot onto the list of 25. Finalists will be announced on May 8 (five men and five women) and will be invited to the ceremony on May 29 in Washington.

“We are thrilled to welcome Panama Jack as a partner for the third consecutive year,” said Sarah Aschenbach, executive director of the Tewaaron Foundation. “We are grateful for their continued support of the Tewaaron Award and the sport of lacrosse.”

“We're honored to be a part of the Tewaaron Award again. It not only recognizes outstanding players in America's fastest growing sport, but it also pays tribute to the heritage of a great Native North American tradition,” said Jack Katz, founder of Panama Jack.

For information on attending this exciting event, visit [www.Tewaaraton.com](http://www.Tewaaraton.com). Like and follow the Tewaaraton Foundation on Facebook at [www.Facebook.com/Tewaaraton](http://www.Facebook.com/Tewaaraton) and on Twitter at [www.Twitter.com/Tewaaraton](http://www.Twitter.com/Tewaaraton).

### **About The Tewaaraton Foundation**

First presented in 2001, the Tewaaraton Award is recognized as the preeminent 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 Tewaaraton Award symbolizes lacrosse's centuries-old roots in Native American heritage. The Tewaaraton Foundation ensures the integrity and advances the mission of this award. Each year, the Tewaaraton 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 Native American descent. To learn more about the Tewaaraton Foundation, please visit [www.tewaaraton.com](http://www.tewaaraton.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 lifestyle. Its offerings include suncare products, eyewear, apparel, headwear, footwear and beach accessories. The brand is continuing to expand its presence through product launches that bring its relaxed lifestyle into people's daily lives. Introduced in 2010 and 2011, Panama Jack Beach Cruisers and the Panama Jack Home and Outdoor Collections provide consumers with even more freedom to enjoy what's most meaningful to them and their families. In addition, 2011 marked the opening of the first of several Panama Jack retail stores at top travel destinations. Founded in 1974 and based in Orlando, Fla., Panama Jack is celebrating 40 years in 2014 with the opening of a new Home Showroom in High Point, N.C., and additional launches in multiple product categories. To learn more, please visit [www.panamajack.com](http://www.panamajack.com)

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