



FOR IMMEDIATE RELEASE

**TEWAARATON FOUNDATION WILL ANNOUNCE 2017 WATCH LISTS  
PRESENTED BY UNDER ARMOUR ON FEBRUARY 28 IN NEW YORK CITY**

WASHINGTON, February 23 – The Tewaaraton Foundation will unveil the 2017 Tewaaraton Award Watch Lists presented by Under Armour live at a special reception in New York City on Feb. 28. Event information [can be found here](#).

“We’re excited to be back in New York City for our fourth year in a row to announce the Tewaaraton Watch Lists,” said Tewaaraton Foundation Chairman Jeff Harvey. “The lacrosse community in this region has been amazing, and this reception is a can’t-miss for lacrosse fans.”

The initial men’s and women’s watch lists for the 2017 season will be limited to 50 players each. Players not named to the initial lists have several opportunities to play their way into a spot as the season progresses. Watch list additions, if applicable, will be announced on March 16 and April 6.

On April 27, 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. Five men’s and five women’s finalists will be announced on May 11 and invited to the ceremony. The 17th annual Tewaaraton Award Ceremony will be held in Washington, D.C., on June 1, 2017.

The Tewaaraton Foundation will host an online auction to coincide with the NYC Fundraiser and Watch Lists Announcement. Limited-edition custom Tewaaraton items from presenting sponsor Under Armour, sport tickets and priceless experiences like a VIP trip to this year’s Tewaaraton Ceremony are just a few highlights of the online auction. Proceeds will support the Tewaaraton Foundation’s college scholarship program for Native American student-athletes.

A 10-year commitment by US Lacrosse established the scholarship program, which annually recognizes two outstanding Native American high school seniors for academic achievement and lacrosse excellence. Male and female recipients and their families are invited to attend the Tewaaraton Award Ceremony, where the award is presented by US Lacrosse. Panama Jack has generously pledged to match \$10,000 in individual donations to supplement the scholarship program in 2017.

One of the primary goals of the scholarship program is to honor the sport’s Native American roots, and applicants are asked to verbally articulate what lacrosse means to them as student-athletes and members of their community. Students must be members of the Iroquois community, enrolled in a secondary school and represent the highest ideals of sportsmanship to

be eligible for this scholarship.

Ongoing sponsor Panama Jack said, “Panama Jack is proud to once again support the Tewaaron Foundation and its college scholarship program. Being able to support the lacrosse community and its programs to help student athletes continues to be an important mission of our company.”

Earlier this year, the Tewaaron Foundation announced the 2017 Tewaaron Legends and Spirit honorees. The 11th Spirit of Tewaaron recipient is the late George Boiardi, who played lacrosse at Cornell, and the 2017 Tewaaron Legends are former Virginia star Cherie Greer Brown and former Army star Peter Cramblet.

For more information on the Tewaaron Foundation or to attend this exciting event, visit [tewaaron.com](http://tewaaron.com). Like and follow The Tewaaron Foundation at [facebook.com/tewaaron](https://facebook.com/tewaaron), [twitter.com/tewaaron](https://twitter.com/tewaaron) and [instagram.com/tewaaron](https://instagram.com/tewaaron).

### **About The Tewaaron Foundation**

Founded at the University Club of Washington, DC and first presented in 2001, the Tewaaron 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 U.S. 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 Native American descent. To learn more about The Tewaaron Foundation, please visit [www.tewaaron.com](http://www.tewaaron.com).

### **About Under Armour, Inc.**

Under Armour (NYSE: UA), the originator of performance footwear, apparel and equipment, revolutionized how athletes across the world dress. Designed to make all athletes better, the brand’s innovative products are sold worldwide to athletes at all levels. The Under Armour Connected Fitness™ platform powers the world’s largest digital health and fitness community through a suite of applications: UA Record, MapMyFitness, Endomondo and MyFitnessPal. The Under Armour global headquarters is in Baltimore, Md. For further information, please visit the company’s website at [www.uabiz.com](http://www.uabiz.com).

### **About US Lacrosse**

As the sport’s national governing body, US Lacrosse provides national leadership, structure and resources to fuel the sport's growth and enrich the experience of participants. To learn more about US Lacrosse, please visit [www.uslacrosse.org](http://www.uslacrosse.org).

### **About Panama Jack**

Panama Jack is a global consumer brand that has built a loyal following synonymous with a fun, casual and friendly lifestyle. From its signature sun care products, eyewear, apparel, headwear, footwear and beach accessories to its beach cruiser bicycles and complete home

furnishings, Panama Jack gives consumers the freedom to enjoy what is most meaningful to them and to their families. The company now has five retail stores at top travel destinations and is slated to open the first of several Panama Jack all-inclusive resorts beginning in late 2017 in Cancun and Playa del Carmen. Founded in 1974, Panama Jack celebrated its 40th anniversary in 2014. To learn more about the company, please visit [www.panamajack.com](http://www.panamajack.com) and [www.Facebook.com/TheOriginalPanamaJack](http://www.Facebook.com/TheOriginalPanamaJack), or follow us on Instagram @originalpanamajack.

###

**Media Contact**

Sarah Aschenbach

The Tewaaron Foundation

[sarah@tewaaron.com](mailto:sarah@tewaaron.com)

202.255.1485