

To the families of Mass Bay Youth Lacrosse League!

Though there is snow on the ground, I'd like to welcome you to the "start" of our spring season of town lacrosse. Mass Bay Youth Lacrosse League (commonly called MBYLL) is a confederation of over 100 town programs in Eastern and Central Massachusetts. MBYLL is the largest youth lacrosse league in the United States and is also recognized as the premiere "Gold Stick Standard of Excellence" by US Lacrosse, the national governing body.

If you are receiving this message, you are a significant part of our lacrosse family: we have more than 15,000 players, 2,500 coaches, and countless parents, friends, & supporters of the players.

The purpose of this email is simple: We want to formally welcome you to the 25th Anniversary season. We'd also like to briefly outline our communication policy.

MBYLL has a LOT to say – and a LOT to offer our players, coaches, and families. BUT, we know you don't want to be bombarded with emails. Therefore, the league will be very active on social media – and to stay informed, learn about our promotions, hear of our stories and featured content – we would request you to follow us:

We are on Facebook: @MassBayYouthLacrosseLeague

We are on Twitter: @mbyll

We are on Instagram: @mass_bay_youth_lax

We have a YouTube Channel: Mass Bay Youth Lacrosse League

Periodically, we will send an important email with major news and announcements, but the vast majority of our communication will be done through social mediums. So please take a few minutes to find and follow us to stay up-to-date with league happenings.

We know that the player's lacrosse commitment starts and ends with your town program. We have amazing town programs – each unique in terms of size, structure, and history. You will obviously be taking great pride in which town program you play for and represent.

But please know that there is also a league at play, with many hard-working volunteers shaping the culture of lacrosse in our collective communities. It will be our job to keep you informed as to how the culture is changing and how you, your player, and your coaches can benefit from our league's mission and how you can contribute to improving our culture with us.

With that, we welcome you with open arms to MBYLL – YOUR league – and we look forward to a terrific spring season of town lacrosse with you.

Happy New Year!

On behalf of the all-volunteer Board of Directors

Joey Picard, VP Communications, MBYLL