

LACROSSE STICK AND BALL Emoji Submission

TO: Unicode Consortium

FROM: Nicole Bohorad, with Sarah Aschenbach, Executive Director, The Tewaaron Foundation; Steve Stenersen, President & CEO, US Lacrosse, and Vice President, Federation of International Lacrosse Board; Mike Freudiger, Web/Graphic Designer

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Introduction

We are requesting the addition of a LACROSSE STICK AND BALL emoji for Unicode 11.0. There are currently similar emojis, U+1F3D1 FIELD HOCKEY STICK AND BALL and U+1F3D2 ICE HOCKEY STICK AND PUCK, in the Activities, Sports category, and this proposal supports the value of including lacrosse in this category as well.

In summary, this proposal explains why the sport's longevity and rich history, fastest growth rates and gender inclusion support the demand for an emoji that will be used by many generations to come.

Rich History of Lacrosse

Rooted in centuries of Native American tradition, lacrosse is commonly viewed as founded by the Iroquois Nation, or Haudenosaunee, as a "gift from the Creator" that binds the community together. Lacrosse is also considered a "medicine" game because it promotes the health and strength of the Nation, ensuring a continuance of tradition and forging a strong tie between past and present. Lacrosse embodies the Nation's "Seventh Generation Principle" which states that chiefs consider the impact of their decisions on the seventh generation to come. Young people know they have been given the gift to play the game and learn and pass it onto the next generation. Today, Native American players, like the well-known Thompson brothers¹, promote the sport's tradition and values, i.e. -- have respect, a clear mind, a positive attitude, play with heart and hard work -- to support their community, motivate youth and drive the game.

Selection Factors

A. Compatibility – N/A

B. Expected Usage Level

i. Frequency

The popularity of and interest the sport has been proven by the fastest growth rates among male and female youth, high school and college levels, along with professional and international growth. Facts and figures to support follows:

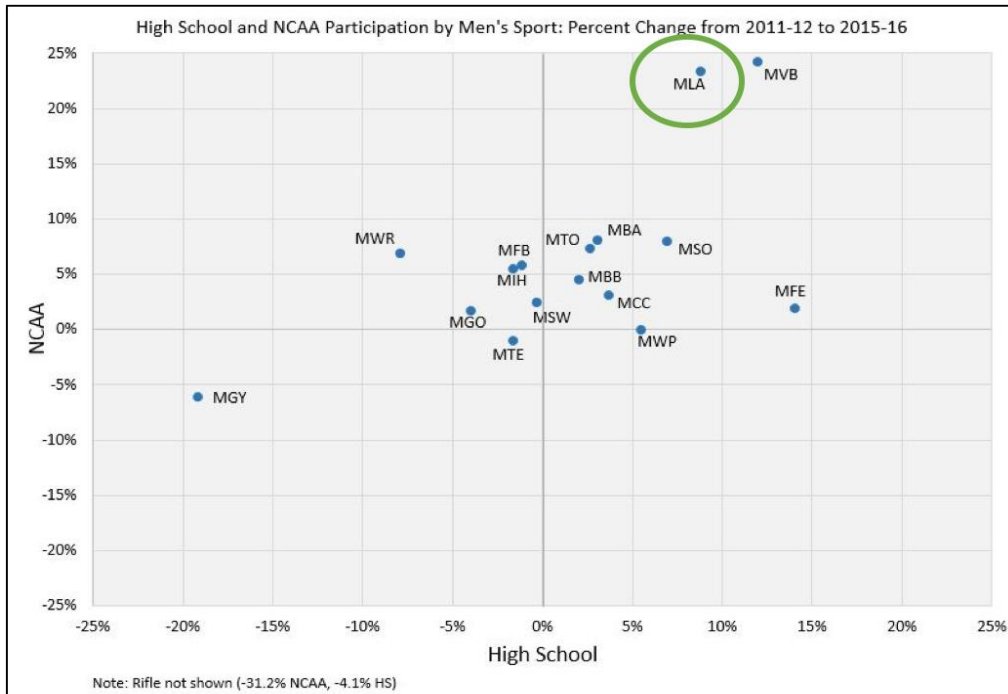
- a. Overall Participation: In 2001, US Lacrosse had just over 250,000 players; today, it's near 800,000² – a 220% increase. Further, with the exception of boys' volleyball, lacrosse has had the highest growth rate for both high school AND College boys (near 25%) and girls (near 35%) of any other sport from 2011-2016.³

¹ [Q&A with Miles and Lyle Thompson of the Georgia Swarm](#), Atlanta Business Chronicle, May 23, 2016

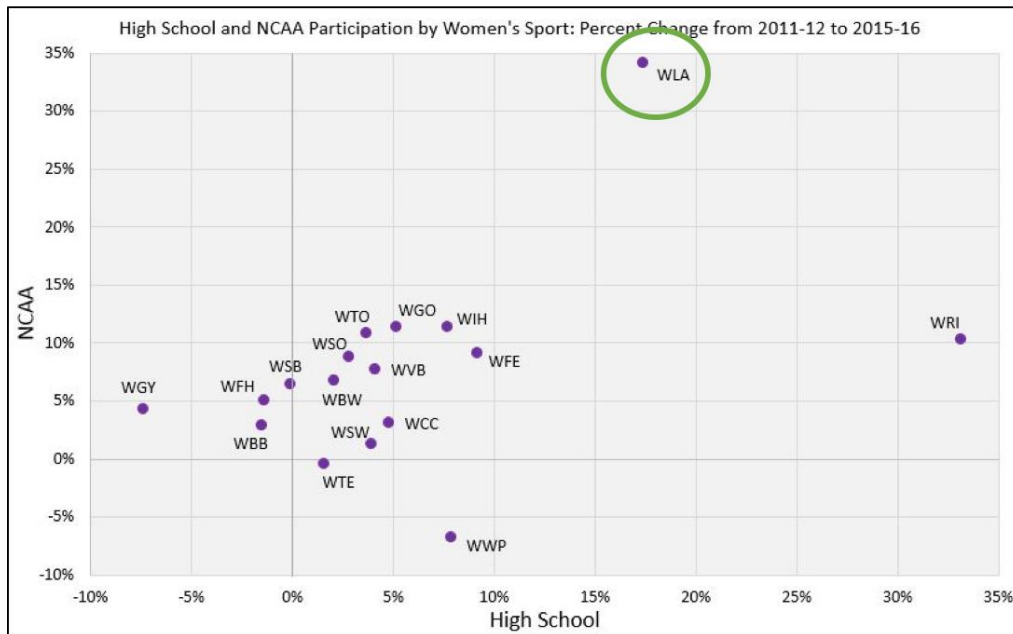
² [Lax Attack: Lacrosse Continues to Explode Across Sports Landscape](#), Boston.com, April 12, 2016

³ [National Federation of State High School Associations \(NFHS\) Participation Survey, 2015-2016](#), & [NCAA Student Athlete Sports Sponsorship and Participation Rates Report, 2015-2016](#) (Sport code definitions [listed here](#)).

High School and NCAA Participation by Men's Sport: Percent Change from 2011-2016



High School and NCAA Participation by Women's Sport: Percent Change from 2011-2016



B. Expected Usage Level (continued)

i. Frequency (continued)

b. Lacrosse participation growth is due to several factors:

- i. It's being developed as a gender-neutral sport
- ii. It's of interest to schools aiming to meet U.S. college Title IX requirements since both girls' and boys' teams are possible⁴
- iii. It's becoming a more diverse and inclusionary sport, getting a broader range of players interested due to success of diverse athletes and the growth of non-profits supporting the game in urban communities⁵
- iv. It's becoming part of kids' lifestyle as an active, contemporary game. David Gross, Commissioner of Major League Lacrosse: "As soon as you touch a stick, you realize it. It's more than a game, it's a lifestyle. Everything about it is fun. Any body size can play. You don't have to be 7 feet tall to play the game, we'll find a place for you on the field."⁶
- v. The sport uses many of the same skills as football, though with less contact, and may be gaining some participation from football's losses⁷

c. High School Growth

- i. Participation: The National Federation of State High School Associations (NFHS) has reported lacrosse as the fastest-growing sport for more than a decade⁸. From 2001 through 2016, the number of high schools sponsoring boys' and girls' lacrosse increased by 193% and 229%, respectively. Over that period, the number of students participating in lacrosse rose by 162% for boys and 172% for girls; these increases are greater than any other sport except boy's bowling⁹.

⁴ [Lacrosse Is Actually America's Fastest-Growing Sport](#), BuzzFeed, June 30, 2015

⁵ [What "Face of College Lacrosse" Means](#), Inside Lacrosse, January 27, 2015

⁶ [Lax Attack: Lacrosse Continues to Explode Across Sports Landscape](#), Boston.com, April 12, 2016

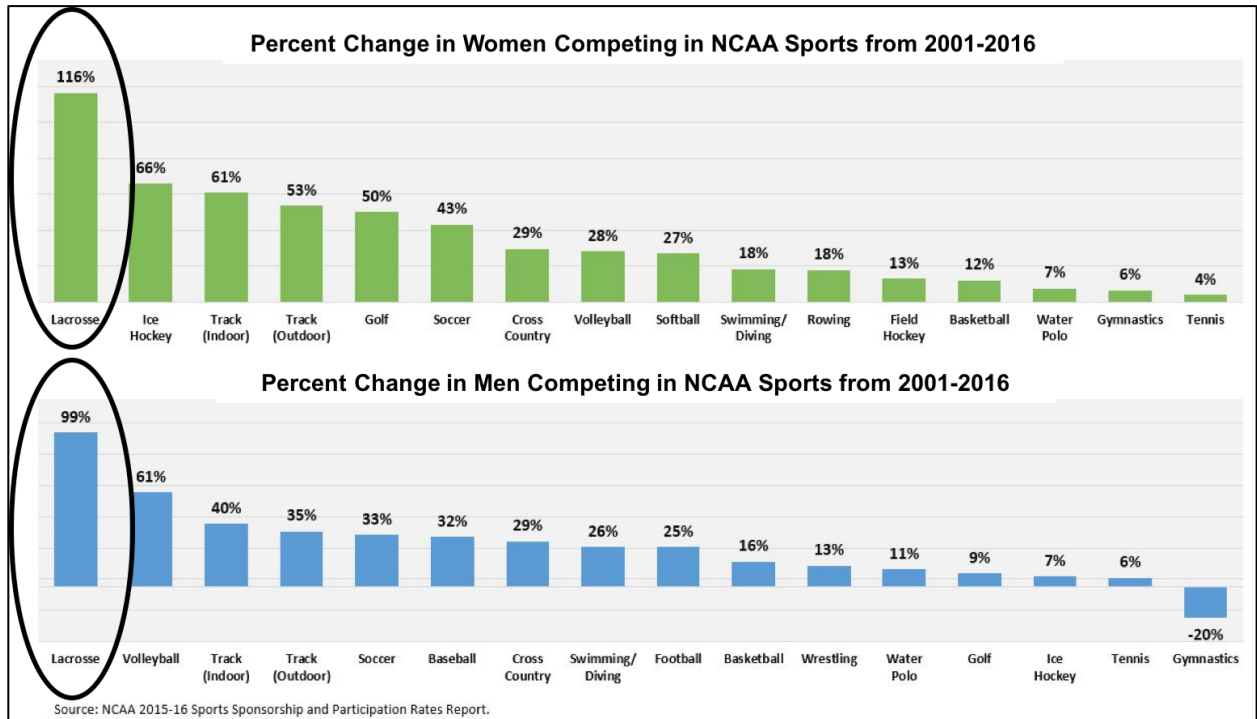
⁷ [SFIA/Physical Activity Council Survey](#), *The Wall Street Journal*, January 31, 2014

⁸ [Lax attack: Lacrosse continues to explode across sports landscape](#), Boston.com, April 12, 2016

⁹ [National Federation of State High School Associations Participation & Sponsorship Rates, 2001-2016](#), Laxpower.com

d. College Growth

- i. Participation: An NCAA study¹⁰ shows +116% and +99% change in growth across men's and women's lacrosse, respectively, outpacing all other sports from 2001-2016.¹¹



- ii. Teams: they're getting sponsored at a faster growth rate than other sports, too. 57 teams announced new men's and women's lacrosse programs slated to begin in the 2016, 2017 or 2018 seasons.¹²

NCAA GROWTH RATES (2010 TO 2015) - NUMBER OF SCHOOLS SPONSORING SPORT

Men's Sports		2010	2015	Growth Rate
Lacrosse		262	350	33.6%
Volleyball		90	113	25.6%
Indoor Track		601	681	13.3%
Outdoor Track		706	780	10.5%
Water Polo		41	44	7.3%
Women's Sports		2010	2015	Growth Rate
Lacrosse		344	470	36.6%
Golf		557	651	16.9%
Indoor Track		673	772	14.7%
Bowling		57	64	12.3%
Outdoor Track		767	861	12.3%

¹⁰ [Lacrosse: Fastest-Growing NCAA Sport](#), U.S. Lacrosse Magazine, November 9, 2015

¹¹ [NCAA Student Athlete Sports Sponsorship and Participation Rates Report, 2015-2016](#)

¹² [Lacrosse: Fastest-Growing NCAA Sport](#), U.S. Lacrosse Magazine, November 9, 2015

e. Professional Growth

i. Professional Teams:

- a. Major League Lacrosse, founded in 2001 with six teams, added two more in 2014 with Florida and Ohio and another in Atlanta in 2016. It plans on expanding next to Texas and grow to 16 teams over the next 10 years.¹³
- b. The creation of the [United Women's Lacrosse League](#), the first women's professional lacrosse league for the sport, was announced in 2016.

ii. Mainstream Media:

- a. Lacrosse was featured in the longest-running American sitcom, *The Simpsons*, on 11/6/16 after 600 episodes and 28 seasons.¹⁴ The episode also featured Gary Gait, a former Syracuse player and lacrosse icon who, with his brother, Paul Gait, made the sport popular.
- b. Since then, new stars such as Paul Rabil, Rob Pannell (both profiled in Rolling Stone¹⁵), and the [Thompson brothers](#), the Native American icons sponsored by Nike¹⁶, have driven the sport's significant growth. And, these rising stars - are using digital and social to influence younger players - [Rabil](#) has 192,000 followers on Instagram, [Pannell](#) has 76,000, and the [Thompson brothers](#) have 48,000.
- c. In August 2015, retailer Dick's Sporting Goods featured lacrosse prominently in its new "Sports Matter" ad campaign aimed at promoting youth sports. It profiled 300 boys and girls involved in [Harlem Lacrosse and Leadership](#), a non-profit growing the game in inner cities, and writer Buzz Bissinger of "Friday Night Lights" fame, [penned a story](#) on Dick's website.¹⁷

f. Regional Growth – U.S.

- i. Despite lacrosse's reputation as a Northeast-centric sport, for the second consecutive year, there were 14 states with at least 10,000 participants at the youth level (California, Colorado, Connecticut, Florida, Georgia, Massachusetts, Maryland, Minnesota, New Jersey, New York, Ohio, Pennsylvania, Texas, Virginia)¹⁸

¹³ [Lax attack: Lacrosse continues to explode across sports landscape](#), Boston.com, April 12, 2016

¹⁴ [Lacrosse Gets the Simpsons Treatment](#), November 6, 2016

¹⁵ [The Lax Bros of Long Island](#), Rolling Stone, August 6, 2015

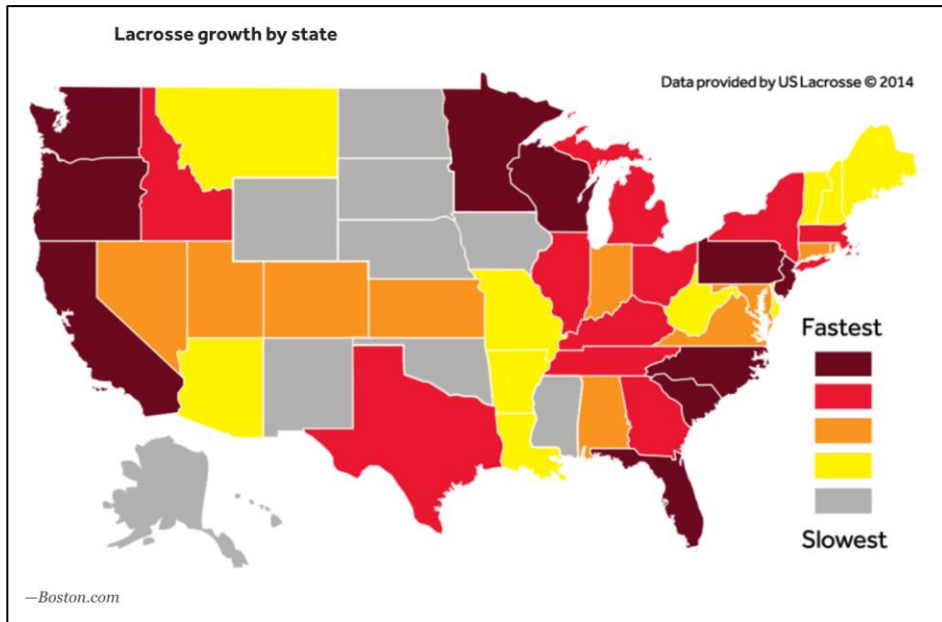
¹⁶ [Get to Know the Thompson Brothers](#), Nike News, July 20, 2015

¹⁷ [Harlem Lacrosse Featured in National 'Sports Matter' Ad Campaign](#), U.S. Lacrosse, August 5, 2015

¹⁸ [U.S. Lacrosse 2015 Annual Report](#), p. 5

a. Regional Growth – U.S. (continued)

- ii. The fastest-growing states span across the U.S. and include CA, OR, WA, WI, MN, FL, NC, SC and PA¹⁹



- iii. The number of high schools with lacrosse teams and participants across the U.S. also significantly surpasses that of ice hockey.²⁰

State	Ice Hockey		Lacrosse	
	Schools	Particip.	Schools	Particip.
Alabama				
Alaska	25	580		
Arizona				
Arkansas			1	20
California	29	507	228	9,264
Colorado	64	731	108	3,927
Connecticut	57	1,440	100	4,448
Delaware			48	1,635
District of Columbia	4	119	13	403
Florida			187	6,854
Georgia			101	3,948
Hawaii				
Idaho				
Illinois			89	2,727
Indiana				
Iowa				
Kansas				
Kentucky			17	588
Louisiana				
Maine	65	1,138	50	1,773
Maryland	6	33	146	5,919
Massachusetts	277	7,262	236	9,312
Michigan	227	3,346	137	4,948
Minnesota	277	5,792	103	3,535
Mississippi				
Missouri				
Montana				
Nebraska				
Nevada				
New Hampshire	41	1,063	49	2,167
New Jersey	132	3,640	200	9,700
New Mexico				
New York	144	2,988	332	15,467
North Carolina			96	3,738
North Dakota	35	523		
Ohio	86	2,293	110	4,540
Oklahoma				
Oregon				
Pennsylvania			198	6,336
Rhode Island	28	827	31	1,149
South Carolina			37	1,673
South Dakota				
Tennessee				
Texas				
Utah				
Vermont	21	325	31	731
Virginia			104	4,720
Washington				
West Virginia				
Wisconsin	89	2,548		
Wyoming				

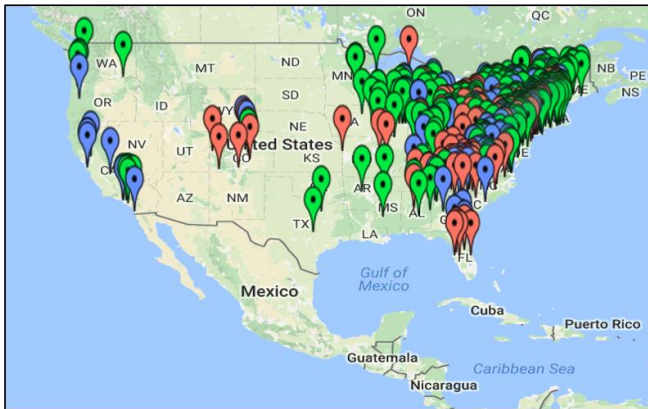
¹⁹ [Lax attack: Lacrosse continues to explode across sports landscape](#), Boston.com, April 12, 2016

²⁰ [National Federation of State High School Associations \(NFHS\) Participation Survey](#), 2015-2016

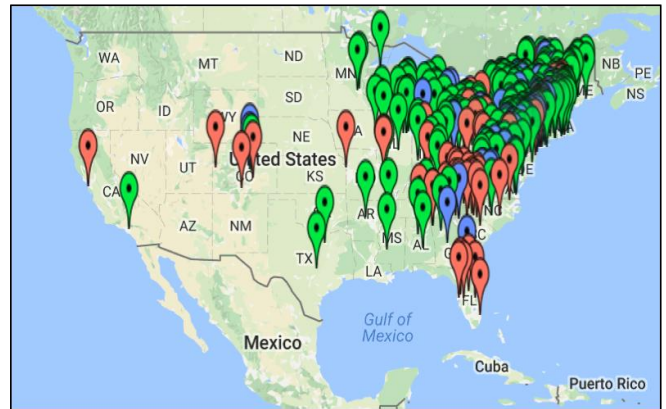
f. Regional Growth – U.S. (continued)

- iv. The University of Denver was the first team outside of the Eastern time zone to win the NCAA Division I Championship in 2015, a testament to the caliber of the game growing stronger further west.²¹ College lacrosse is growing increasingly west of the Mississippi, with women's lacrosse even more so. Following are maps of 2016 college programs, all Divisions:

Women's U.S. College Lacrosse Teams, 2016



Men's U.S. College Lacrosse Teams, 2016



Source: <http://web1.ncaa.org/maps/memberMap.jsp>

g. International Growth

i. Federation of International Lacrosse (FIL)

- a. The FIL is the governing body for lacrosse around the world whose vision is for "Lacrosse [to be] recognized and played by all countries worldwide and becomes an Olympic sport again."²²
- b. World Championship - Lacrosse was contested at two summer Olympics in (1904 & 1908) before the FIL created its own world championship, held every 4 years. At the 2014 FIL World Championship, a record 38 nations were represented at the event, also in Denver, with more than 100 teams representing Africa, Asia, Oceania, Europe and South America, up from 11 in 1998.²³
- c. Olympic Sponsorship: In August 2016, the FIL filed for provisional recognition by the IOC in August and is awaiting approval in early 2017.²⁴
- d. Member countries: Following is a map of the 53 FIL member countries and growth from 1972-January 2016²⁵; it has since added Croatia, Kenya, Haiti, China and Puerto Rico²⁶.

²¹ [West is Finally Best: Denver Wins Men's NCAA Lacrosse Title](#), USA Today, May 25, 2015

²² [FIL 2016 Guide to International Lacrosse](#), January 2016

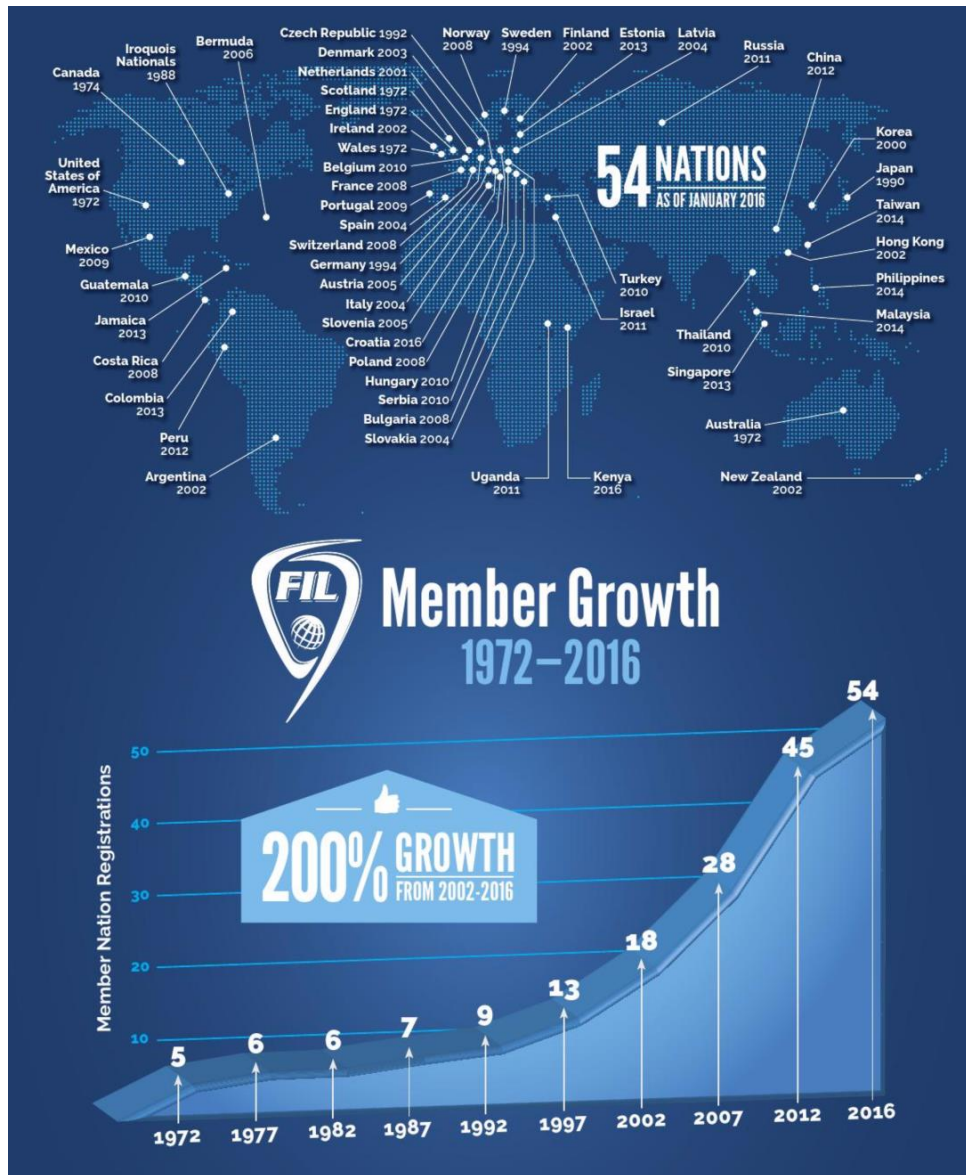
²³ [2014 FIL World Lacrosse Championship Marks International Growth](#), Yahoo News/AFP Relax News, July 16, 2014

²⁴ [With Olympics Ongoing, FIL Pushes for Lacrosse's Inclusion](#), U.S. Lacrosse Magazine, August 18, 2016

²⁵ [FIL 2016 Guide to International Lacrosse](#), January 2016

²⁶ [Croatia Becomes FIL's 53rd Member](#), February 6, 2016; [Kenya Becomes FIL's 54th Member](#), February 10, 2016; [Kenya & Uganda Hold First East Africa 7s Lacrosse Championship](#), August 9, 2016; [Haiti Voted in as 55th Member of FIL](#), August 4, 2016; [China Becomes Full Member of FIL](#), August 15, 2016; ²⁶ [Puerto Rico becomes 56th FIL Member Nation](#), Oct. 25, 2016

Federation of International Lacrosse Member Nations and Growth, Jan. 2016



g. International Growth (continued)

ii. The World Games

a. Women's lacrosse will be included for the first time at the 2017 IWGA World Games in Poland.

iii. Community Development

a. Organizations such as Fields of Growth are making efforts to develop the sport in new countries, including funding a Uganda team at the FIL

iv. NCAA International Growth

a. Per NCAA Research, Men's lacrosse had the 5th-highest growth (+72%) in international student-athletes from 2010-2015 for Division II sports²⁷

²⁷ The number of international participants in NCAA sports is increasing, NCAA Research, October 26, 2016

B. Expected Usage Level (Continued)

i. Multiple usages

- a. Can be used for either male or female version of the sport, which is growing exponentially among both (see Frequency section above). This emoji would support and promotes gender equality.

C. Image distinctiveness

- i. Recommending one of the following – traditional wood OR modern LACROSSE STICK + BALL. These lacrosse emoji images are clearly recognizable and distinct from any other emoji.

Traditional Wood Stick + Ball
([png file](#)) (based on traditional Native American stick)²⁹

Modern Stick + Ball ([png file](#))
(based on NCAA Guidelines²⁸)



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- ii. Line Breaking The proposed character can appear at the end of a line, has no specific behavior at the end of a line, can be broken across the line even if it comes before or after surrounding characters as it has no relation to surrounding characters
- iii. Collating and Ordering: N/A as it is an emoji
- iv. Identifiers: N/A as it is an emoji
- v. Other Specifications
- Character is uncased
 - Character is stand-alone symbol
 - Character is not white space nor does it separate other characters
 - Character has no numeric value
 - Character can combine with other emoji characters
 - Character is not a combining character
 - Character is not a punctuation character

²⁸ Official NCAA Lacrosse Stick Guidelines [here](#)

²⁹ [Lacrosse Tradition Returns to Shores of Onondaga Lake](#), October 8, 2016

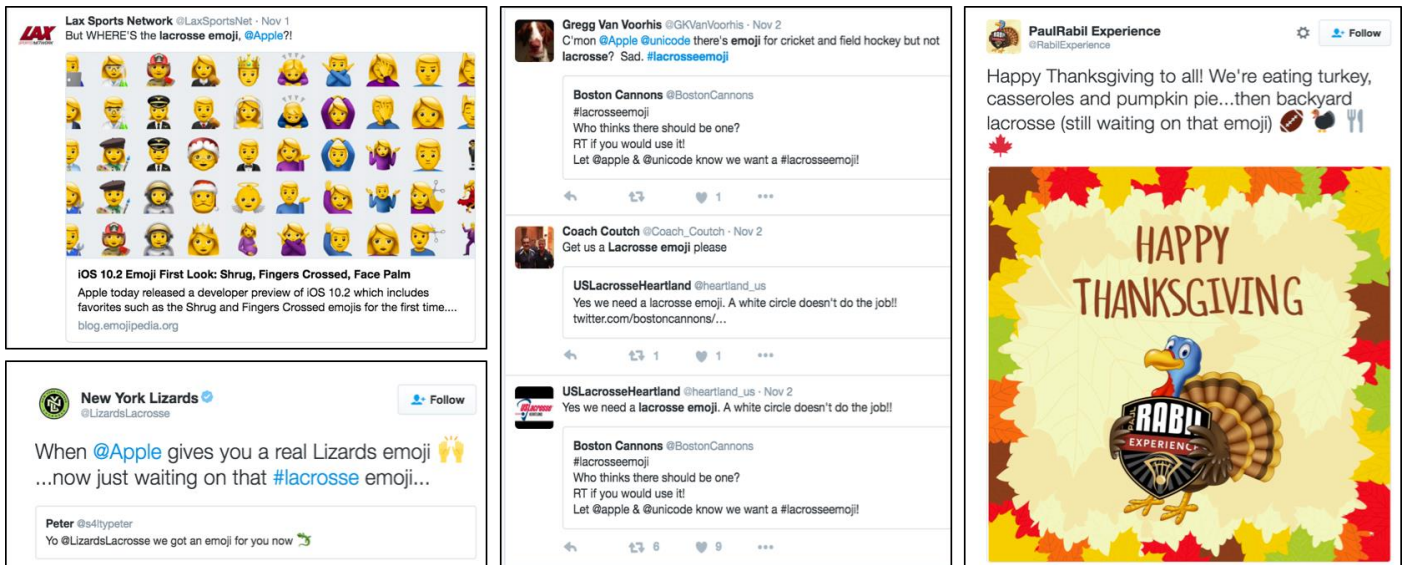
D. Completeness

- i. The lacrosse stick definitely fills a gap in current emojis and does not attempt to provide further classification

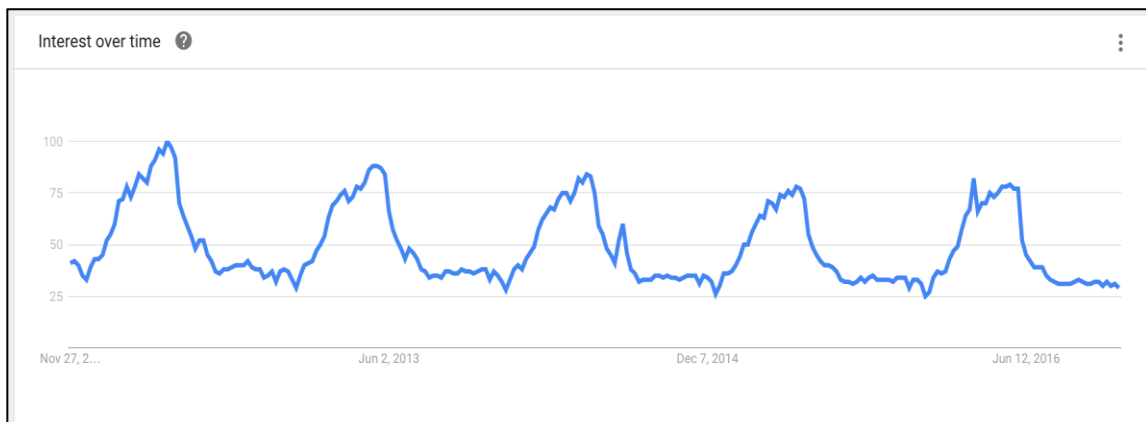
E. Frequently Requested

- i. [A Twitter search on 11/21/16](#) revealed a steady, daily stream of people and entities requesting a lacrosse emoji. As of 11/28/16, there have been 16,526 tweets since 12/15/12 including a request for a “lacrosse emoji”, “#lacrosseemoji” and “#laxemoji”, per Twitter headquarters data.
- ii. Following are examples from influential teams, players and fans on Twitter looking for a lacrosse emoji:

Examples Requests for Lacrosse Emoji

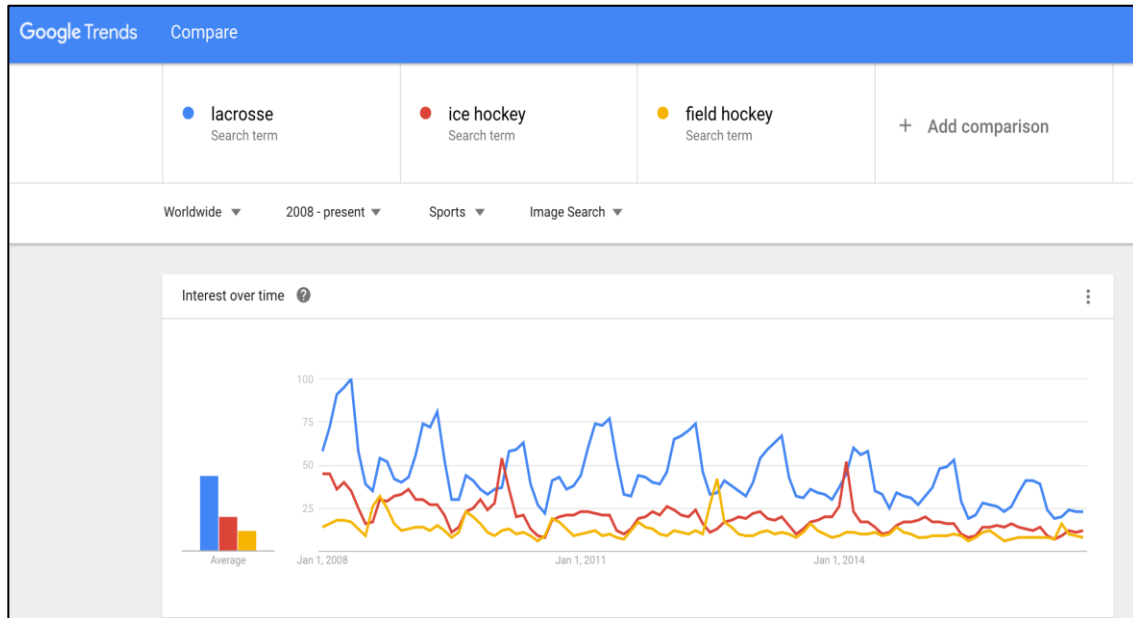


- iii. [Lax All Stars promoted a Change.org petition](#) to try and get a lacrosse emoji approved leading up to the 2015 World Indoor Lacrosse Championship.
- iv. An [Instagram search for #lacrosse](#) shows 825,000 posts and #lax, a more informal term, [shows 1,767,000 posts](#), while [#icehockey had 716,000](#) and [#fieldhockey had 251,800 posts](#). There are 115% more #lacrosse posts than #icehockey posts.
- v. Google Trend search history from 11/22/16 shows a steady interest in the sport over the past 5 years with spikes during each May for the NCAA Lacrosse Championship



E. Frequently Requested (continued)

- vi. Google Trend search history compares the lead by lacrosse in blue against ice hockey and field hockey.



About the Authors:

[Nicole Bohorad](mailto:nbohorad@underarmour.com) (nbohorad@underarmour.com) is Senior Manager of Social Media Enablement, Technology and Data Analytics at Under Armour. She has managed lacrosse content for major college teams on behalf of Under Armour and for Capital One's NCAA sponsorship. Through these roles, she noticed an expression gap in social conversation without a lacrosse stick emoji. She also served as the manager of the Men's Lacrosse team while attending the University of Pennsylvania.

Sarah Aschenbach (sarah@tewaaraton.com) is Executive Director of [The Tewaaraton Foundation](#). "Tewaaraton" is the Mohawk name for the game and the progenitor of present-day lacrosse. The Tewaaraton Award, similar to the Heisman Trophy for American college football, is given annually to the top college players and is the only award of its kind that is also gender neutral, honoring a male and female.

Steve Stenersen (sstenersen@uslacrosse.org) is President & CEO, US Lacrosse (serving as Executive Director from the organization's inception in 1998 through 2008), and Vice President, Federation of International Lacrosse (FIL) Board.

Mike Freudiger (mikefreudiger@mac.com) is Lead Web Development manager at CACI Productions Group, owner of [Megaton Lax](#) lacrosse uniforms and lacrosse athlete at Limestone College. (mikefreudiger.com)