

Boyce Bros Lacrosse Launches 'Lax Cat' to Introduce Young Children to the Game

Children's book introduces lacrosse to kids ages 3 to 8, helping families build an early connection to the sport before game day begins.

KIRKLAND, WA, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- [Boyce Bros Lacrosse](#) has released "[Lax Cat](#)" a new children's book designed to introduce young readers to lacrosse before they ever step onto a field.



Hudson Boyce and Mason Boyce of the Boyce Bros Lacrosse

Created by brothers Hudson Boyce and Mason Boyce, the book follows Lax Cat and a cast of characters through the excitement of lacrosse game day. Written for children ages 3 to 8, the story gives families a simple way to make the sport familiar at an early age.

“

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Mason Boyce

The idea grew from a challenge the Boyce family saw within lacrosse. Many children are introduced to sports such as soccer, baseball and basketball years before they are old enough to compete. Those sports become familiar through books, television, toys and family traditions.

Lacrosse often enters the conversation later.

“By the time a lot of kids are choosing their first sport, they

already know what soccer, baseball and basketball are,” said Hudson Boyce, co-founder of Boyce Bros Lacrosse. Mason Boyce continues, “We want lacrosse to be part of that early childhood experience too. A book can be a child's first introduction to the game.”

“Lax Cat” is intended to help bridge that gap by giving young children a fun, approachable introduction to the culture and excitement surrounding lacrosse.

The book features Lax Cat, Lil' Bro, Bubsy, Papa O'Reilly, Mama O'Reilly and Coach Whiskers as they experience game day together. While the story is centered on lacrosse, the larger themes focus on family, teamwork, excitement and being part of something together.

Hudson and Mason have built Boyce Bros Lacrosse around sharing their own experiences in the sport and encouraging other young athletes to get involved. Through social media, training content, partnerships and youth initiatives, the brothers have developed an audience of lacrosse players and families across the country.

With "Lax Cat," they are hoping to reach children even earlier.

The Boyce family is encouraging lacrosse clubs, coaches, parents, schools, libraries and bookstores to help place the book in front of young readers. Their broader goal is to make lacrosse more visible in the places where children first discover sports.

"If we want to grow the game, we have to start earlier," Boyce said. "That means helping kids recognize lacrosse, get excited about it and feel connected to it before anyone asks them to pick up a stick."

"Lax Cat: Lacrosse Game Day!" is available beginning Sept. 10, 2026.

Boyce Bros Lacrosse is a youth lacrosse brand based in the Seattle area and built around brothers Hudson and Mason Boyce. The organization creates lacrosse content, training resources, partnerships and youth-focused initiatives with a focus on helping grow the sport for the next generation.

For more information, visit boycebroslax.com.

Lax Cat. Let's grow the game together.

Hudson Boyce & Mason Boyce

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