

FOR IMMEDIATE RELEASE

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STEPS LACROSSE AND ALL AMERICAN AIM UNITE TO FORM **STEPS ELITE AIM**

Welcome to the Family — The Future of South Jersey Girls Lacrosse Starts Now

CHESTER, NJ / BARRINGTON, NJ — June 18, 2026 — STEPS Lacrosse LLC and All American Aim LLC today announced the formation of **STEPS Elite AIM**, a new joint venture that unites two of the region’s most respected lacrosse organizations into a single, dynamic girls lacrosse program serving southern New Jersey and beyond.

Effective immediately, STEPS Elite AIM will operate under the leadership of Katie Lee as Executive Director, bringing together All American AIM’s decade-long legacy of player development and family trust with STEPS Lacrosse’s elite infrastructure, operational excellence, and regional growth platform.

“This partnership is about giving every girl in South Jersey the platform she deserves. Katie Lee has built something truly special in All American AIM — the families trust her, the coaches respect her, and the players thrive under her. We are proud to have her leading STEPS Elite AIM, and we cannot wait to show this community what we can build together.”

— **Charlie Shoulberg, CEO, STEPS Lacrosse LLC**

A Partnership Built on Shared Vision

All American AIM has been a cornerstone of South Jersey girls lacrosse for over a decade. Founded by Katie Lee, the program has grown to more than 230 players across 10 age groups, earning a reputation for coaching excellence, player development, and family culture.

STEPS Lacrosse LLC, headquartered in Morris County, NJ, brings a proven operational platform serving nearly 800 players across New Jersey and northern California.

“I have poured my heart into building All American AIM — the players, the coaches, the families — they are everything to me. STEPS Elite AIM is the next chapter, and I couldn’t be more excited to write it with this community.”

— **Katie Lee, Executive Director, STEPS Elite AIM**

About STEPS Lacrosse LLC

STEPS Lacrosse LLC is a lacrosse organization providing elite player development to over 600 girls in New Jersey and northern California. In addition, STEPS Lacrosse owns and operates many of the best collegiate recruiting events in the country, including Lax for the Cure, Live Love Lax, Nike G8, Nike XPO, and American Select Lacrosse. STEPS is committed to growing the game of lacrosse through excellence on and off the field. For more information visit STEPSLacrosse.com.

About All American Aim LLC

All American Aim LLC, founded by Katie Lee, is one of South Jersey’s most respected girls lacrosse club programs. With more than 230 registered players across 10 age groups and a reputation built on coaching excellence, player development, and family trust, All American AIM has been a cornerstone of the South Jersey lacrosse community for over a decade.