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www.BuildOurBallpark.org

Our mission is to improve the lives of kids by providing the opportunity to play baseball and softball which, through teamwork, strengthens character, builds pride and teaches skills for life. We will do this by helping ensure they have a quality place to play by providing assistance and rallying the support needed to build new ballparks and/or improve existing ballparks.

MEDIA INFORMATION

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FOR IMMEDIATE RELEASE

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“BUILD OUR BALLPARK” ANNOUNCES INAUGURAL BOARD OF DIRECTORS Organization Dedicated to Building and Restoring Ballparks for Youth

WATERLOO, IOWA (March 4, 2009) – Build Our Ballpark, an organization dedicated to improving the lives of youth by providing the opportunity to play baseball and softball, has announced the first members to serve on its Board of Directors. Members are charged with steering the organization, and assisting in fundraising efforts to build and restore ballparks. Build Our Ballpark is currently focused on local ballpark opportunities, with the goal of expanding nationally.

Build Our Ballpark is the vision of Bob Hellman Sr., Founder and Chairman of the Board at Hellman, a marketing and advertising agency in Waterloo. Hellman also serves as Executive Director of Build Our Ballpark and is a member of the board. Additional board members include: Jon Olson, Development Director; Mike Ruane, Chief Financial Officer at Hellman; Michelle Temeyer, Director of Community Education for the Waterloo Public Schools; Aaron Buzza, Executive Director of the Waterloo Convention and Visitors Bureau; and Mark Ryan, Instructor of Business at Hawkeye Community College.

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Hellman Field was the first ballpark project launched under the Build Our Ballpark umbrella. Constructed in 2008, the ballpark was built on the grounds of the Dr. Walter Cunningham School for Excellence on Waterloo's east side – the very neighborhood where Bob Hellman Sr. grew up. “The need for ballparks like Hellman Field has never been greater. They bring people together and build neighborhood pride,” said Bob Hellman Sr. “Ballparks are places where kids learn how to interact with others, to listen, to work together and support each other – lessons they will use in everyday life.”

Another core goal of Build Our Ballpark involves keeping baseball alive in America. “Baseball and softball have taken second billing to sports like soccer and basketball. We want to rebuild the passion in America's pastime,” said Hellman.

To learn more about Build Our Ballpark, and how to pledge your support, please visit our website at www.BuildOurBallpark.org.

About Build Our Ballpark

Created in 2008, Build Our Ballpark was the vision of Bob Hellman Sr., the founder and chairman of the board at Hellman, a marketing and advertising agency in Waterloo, Iowa. An avid baseball enthusiast, Hellman used a teamwork approach to give back to his favorite game by helping build a showcase ballpark – Hellman Field – in his hometown. From that teamwork, Build Our Ballpark was born. The organization is committed to providing the assistance and rallying the support needed to build new ballparks and/or improve existing ballparks to ensure kids have a quality place to play. By promoting teamwork, strengthening character, building pride and teaching life skills, Build Our Ballpark is rebuilding passion in America's pastime – one field at a time. For more information about Build Our Ballpark, please visit our website at www.BuildOurBallpark.org.

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