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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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PARTNERSHIP ANNOUNCED TO RENOVATE LOCAL BASEBALL COMPLEX “Build Our Ballpark” Teams Up With City of Waterloo on Tibbitts Complex

WATERLOO, IOWA (March 25, 2009) – Build Our Ballpark, a philanthropic organization dedicated to improving the lives of youth and helping them build critical life skills through baseball and softball, has announced a new partnership with the City of Waterloo. Together, the organization and the city will spearhead the renovation of the Tibbitts Complex on West Donald Street in Waterloo.

The Tibbitts Complex renovation project will fill a recreational void in Waterloo, where the Leisure Services Department is nearly ten fields short of effectively scheduling youth baseball and softball. Complex improvements will include construction of a new youth baseball and softball diamond, as well as new dugouts and bleachers. To ensure safer play, the infields and mounds at the two existing fields will be re-leveled. “It’s just what our department needed,” said Mark Gallagher, Sports Director for Waterloo’s Leisure Services Department. “It’s not often that people come to us and offer to help at this level. We’re overjoyed and very appreciative.”

Renovation plans for the Tibbitts Complex fit the mission of Build Our Ballpark. Organization leaders see the project as an opportunity to give back. “This is our community. It’s our responsibility to help these kids. It’s right for the community,” said Bob Hellman Sr., Executive Director of Build Our Ballpark.

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“Part of Build Our Ballpark’s mission is to improve the lives of kids by providing the opportunity to play baseball and softball. This project will provide some top-notch fields,” said Hellman.

To learn more about Build Our Ballpark and the Tibbitts Complex renovation project, please visit our website at www.BuildOurBallpark.org.

How You Can Help

Build Our Ballpark has nominated the Tibbitts Complex project for financial assistance through the Frosted Flakes® Plant a Seed Promotion. The program, which was unveiled in February, promotes the concept that all youth should have a place to be active and play. Supporters can help the effort by visiting www.frostedflakes.com and voting for the Tibbitts Complex project. Finalists will be announced on May 1.

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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