



1225 West Fourth St.  
Waterloo, IA 50702  
319-234-7055  
800-747-7055  
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**

---

*For more information, contact:*  
[b.beckner@hellman.com](mailto:b.beckner@hellman.com)  
319-234-7055

### **FOR IMMEDIATE RELEASE** **Page 1 of 2**

#### **LOCAL DONATIONS BOOST NEW “BUILD OUR BALLPARK” PROJECT Kiwanis Club, Crossroads Rotary, and Optimist Club Pledge Support**

*WATERLOO, IOWA (April 1, 2009)* – A major ballpark renovation has received a big funding boost, thanks to three local organizations. Build Our Ballpark, a philanthropic organization dedicated to improving the lives of youth and helping them build critical life skills through baseball and softball, is spearheading the renovation of the Tibbitts Complex on West Donald Street in Waterloo. The organization has received a \$5,000 pledge from the Waterloo Kiwanis Club, a \$2,000 pledge from Crossroads Rotary, and a \$1,000 donation from the Optimist Club to help move the project forward.

“We’re thrilled by this support. The generous contributions by these organizations show their commitment to the community and to local youth,” said Bob Hellman Sr., Executive Director of Build Our Ballpark. “These donations will really help get the ball rolling on the Tibbitts Complex project.”

The Tibbitts Complex renovation project will fill a 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, new dugouts and bleachers, and other improvements at the two existing fields.

Members of the Waterloo Kiwanis Club say the Tibbitts Complex project was an ideal opportunity to give back to the community. “We are excited to be a part of the Build Our Ballpark effort at the Tibbitts Complex. Kiwanis’ purpose is to ‘change the world one child and community at a time,’ and contributing to this project will help us achieve that goal,” said Barbara Miller, President of the Waterloo Kiwanis Club.

## **LOCAL DONATIONS BOOST NEW “BUILD OUR BALLPARK” PROJECT/***Page 2 of 2*

The Waterloo Optimist Club was also eager to contribute to the project. “We are all about helping as many kids as we possibly can. We have a long history of supporting youth baseball and softball in the Cedar Valley,” said Mike Tompkins, President of the Waterloo Optimist Club.

Committed to improving the quality of life for local children, the Crossroads Rotary Club wanted to help as well. “Supporting Build Our Ballpark is a great way for us to touch children’s lives in the Cedar Valley. They showed us a definite need in the community, and we are happy to help them fill it,” said Meg Brady, President of the Crossroads Rotary Club.

To learn more about Build Our Ballpark and the Tibbitts Complex project, please visit our website at [www.BuildOurBallpark.org](http://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](http://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](http://www.BuildOurBallpark.org).