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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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IOWAYOUTH BASEBALL AND SOFTBALL COMPLEX SCORES RENOVATION GRANT Funding Boost to Help Ballpark Renovations at Tibbitts Complex in Waterloo

WATERLOO, IOWA (August 12, 2009) – A Waterloo, Iowa, youth baseball and softball complex has received a big funding boost after winning a national grant. The Tibbitts Complex on West Donald Street in Waterloo has been selected as one of 30 youth athletic fields nationwide to receive a \$15,000 renovation grant through the Kellogg’s Frosted Flakes® Plant-a-Seed Promotion. Kellogg’s, which launched the contest in February, officially notified winners in July.

Build Our Ballpark, a philanthropic organization dedicated to improving the lives of youth and helping them build critical life skills through baseball and softball, nominated the Tibbitts Complex for the Kellogg’s grant. “This field was the perfect project candidate. The need is there, and the potential to positively impact our youth and our community is huge,” said Bob Hellman, Executive Director for Build Our Ballpark. “Together, with our partners in the City of Waterloo Leisure Services Department, we are committed to the renewal of this field, and this grant will help make important improvements a reality.”

Thousands of field nominations were narrowed down to 100 semifinalists. The 30 winning fields were determined by a combination of online voting and a review by the sponsor’s judging panel. Nearly 25,000 online votes were cast in support of the Tibbitts Complex.

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“The community really stepped up to the plate for this project,” said Mark Gallagher, Sports Manager for the City of Waterloo Leisure Services Department. “Those votes are proof that the community has a stake in this project, and they want it to succeed just as much as we do.”

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 also be re-leveled.

The total estimated cost of the Tibbitts project is \$150,000. Discussions are in progress to determine which improvements will be funded by the Kellogg’s grant. The goal is to complete grant-funded renovations by the end of 2009, with overall completion expected by spring 2010.

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.

About Kellogg’s Frosted Flakes® Plant-a-Seed Promotion

Kellogg’s Frosted Flakes® is committed to helping provide children across the country with the opportunity to stay active and be their very best by giving them better places to play. Contest criteria for the Plant-a-Seed Promotion included: feasibility of the field makeover, location, age and use of the field, demand for the field, condition of the field, and the impact a field renovation would have on the community. For more information about the Kellogg’s Frosted Flakes Plant-a-Seed Promotion, please visit www.frostedflakes.com.

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