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*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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#### **CONSTRUCTION BEGINS ON IOWA YOUTH [BALLPARK](#) RENOVATION National Grant Helps Overhaul Local Baseball and [Softball](#) Complex in [Waterloo](#)**

WATERLOO, IOWA (October 29, 2009) – New progress is underway on the renovation of a [youth baseball](#) and softball complex in Waterloo, Iowa. Grading and site work to level the playing fields at the [Tibbitts Complex](#) on West Donald Street has begun, thanks to a \$15,000 national grant through the Kellogg's Frosted Flakes® Plant-a-Seed Promotion. The Tibbitts Complex was one of 30 youth athletic fields nationwide selected last July to receive the grant.

[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 grant will go a long way when it comes to funding the much-needed improvements here," said [Bob Hellman](#), Executive Director for [Build Our Ballpark](#). "It's very rewarding to see the progress on this project. There's no doubt this will be a top-notch playing field for local youth."

The benefits to area youth are what drew the support of another major player in the Tibbitts renovation project. "Playing baseball instills in kids so many characteristics you want," said Beth Knipp, Executive Director of the Black Hawk County Gaming Association, a local organization that awarded an \$80,000 grant to the Tibbitts Complex project earlier this year. "Kids will learn a lot of life lessons on that playing field."

Midwest Athletic Fields of Jackson, Wisconsin, has been contracted by Kellogg's Frosted Flakes® to do the grading and site work to level the playing fields at the Tibbitts Complex. "To be a part of a project locally that helps kids get back to playing baseball is incredible," said Josh Viet, Owner/Construction Manager/Field Consultant for Midwest Athletic Fields and a native of Dike, Iowa.

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“I think expectations of what a good playing field is has changed over the years. We had fields when I was a boy and we played on them. By today’s standards, they won’t compare to this project,” said Viet.

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. 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](http://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](http://www.frostedflakes.com).

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