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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 HELLMAN FIELD AFTER-SCHOOL LEAGUE Local Collaborations Make League Possible

WATERLOO, IOWA (April 22, 2009) – Hellman Field will now be the home of the “Hellman Field After-School League,” a program developed to allow community boys and girls who are new to the sport of baseball and softball the opportunity to participate in a fun, constructive, after-school activity. The Hellman Field After-School League is cosponsored by Build Our Ballpark, Waterloo Leisure Services and R.J. McElroy Trust. Teams have been practicing throughout April and will play games at Hellman Field each Tuesday and Thursday during May. The first game is set for Tuesday, May 5, at 4:15 p.m. at Hellman Field, located at 1224 Mobile Street in Waterloo.

Build Our Ballpark, Waterloo Leisure Services and R.J. McElroy Trust recently teamed up to host “Baseball 101,” a week-long program designed to teach children the fundamentals of baseball and softball. The program was offered to students from the Dr. Walter Cunningham School for Excellence. “Many participating students had never played baseball or softball before. ‘Baseball 101’ allowed them to be a part of a team and enjoy America’s game,” said Bob Hellman, Executive Director of Build Our Ballpark. “These students will now have the opportunity to put their new skills to work by participating in the Hellman Field After-School League.”

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The Hellman Field After-School League is designed to keep area youth interested in baseball, while strengthening neighborhood pride. “We are thrilled to be involved in the Hellman Field After-School League,” said Jon Olson, Development Director of Build Our Ballpark. “This is a great opportunity for youth in the Cunningham neighborhood.”

“The Hellman After-School League program will teach participating students important life skills, such as teamwork, leadership and confidence,” said Olson. “It is because of commitments to the community such as this that are keeping our community’s youth involved in positive, meaningful activities.”

To learn more about Build Our Ballpark, please visit our website at www.BuildOurBallpark.org.

Get Involved

Build Our Ballpark has nominated the Tibbitts Complex project to receive financial assistance through the Frosted Flakes® Plant a Seed Promotion. The program, launched in February 2009, is set up like a contest and promotes the concept that all youth should have a place to be active and play. To support the Tibbitts Complex, visit www.frostedflakes.com and vote for the Tibbitts Field, Waterloo, Iowa project. Finalists will be announced on May 1, 2009.

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.