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FOR IMMEDIATE RELEASE

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Modesto Nuts Selected to Participate in 2019 “Copa de la Diversión”

Modesto, CA – The Modesto Nuts are excited to announce participation in MiLB’s 2019 “Copa de la Diversión,” or “Fun Cup,” – a season-long event series specifically designed to embrace the culture and values that resonate most with local U.S. Hispanic/Latino communities. The cornerstone of MiLB’s U.S. Hispanic/Latino fan engagement initiative, “Copa de la Diversión” established an innovative new platform authentically connecting MiLB teams with their diverse communities, embracing the culture and values that resonate most with Hispanics/Latinos nationwide.

“The initial ‘Copa de la Diversión’ results and overwhelmingly positive feedback suggest that our fans are embracing the passion and commitment our teams have poured into this transformative campaign,” said Kurt Hunzeker, MiLB’s Vice President of Marketing Strategy and Research. “We listened and learned from fans what we could do better next year, and those insights will help frame how our expanded ‘Copa’ teams plan, prepare and activate fan engagement and marketing efforts celebrating their communities in 2019.”

“We couldn’t be more excited to be a part of the Copa program in 2019,” said Nuts General Manager Zach Brockman. “The success other clubs are experiencing has been truly fun to watch and we can’t wait to join in on that excitement and grow an already strong segment of our fan base.”

This program will visually celebrate the diversity that defines the Modesto community. Modesto will create a culturally-relevant on-field persona that honors the local U.S. Hispanic/Latino community.

“The planning has already begun, and this effort will take the support and feedback of the entire Hispanic community to succeed,” Brockman said. “Our goal is to create events that are inclusive, exciting & multi-faceted.”

For more information or to participate in the Modesto Nuts 2019 Copa de la Diversión campaign, please contact Zach Brockman at 209-572-4487.

All new culturally-relevant “Copa de la Diversión” on-field brands will be unveiled in March 2019. For more information on “Copa de la Diversión,” visit MiLB.com/Copa.

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About the Nuts:

The Modesto Nuts Professional Baseball team is the California League Class A-Advanced Affiliate of the Seattle Mariners. The Modesto Nuts is the Central Valley’s place for family, fun, affordable entertainment. For more information on season tickets, group rates, sponsorships and more visit modestonuts.com or call 209-572-HITS (4487).

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