



NEWS RELEASE

For Immediate Release

March 11, 2009

Partnerships with National Charities Continuing

ST. PETERSBURG, Fla.—Minor League Baseball is pleased to announce that its partnerships with The ALS Association, Big Brothers Big Sisters and Special Olympics are continuing for the 2009 season. Minor League Baseball's headquarter office will once again distribute information to its member clubs and league offices about these three partnerships, which have resulted in several million dollars being raised since the Minor League Baseball Charity Partner's Program began in 2004.

"We are pleased and honored to continue our partnerships with The ALS Association, Big Brothers Big Sisters and Special Olympics," stated Minor League Baseball President Pat O'Conner. "These organizations are doing fabulous work throughout the country and in many of our cities. These partnerships are a natural extension of grass roots organizations combining resources to better serve the cities they call home.



"It is critically important in an economical environment like we are experiencing for community needs to be met first, and in any way possible. These relationships help do that on a daily basis," added O'Conner.

The ALS Association is a not-for-profit voluntary health organization dedicated to increasing awareness of amyotrophic lateral sclerosis, commonly known as Lou Gehrig's disease.

"The ALS Association is honored again to be Minor League Baseball's Charity Partner," said Marilyn Simon-Gersuk, The ALS Association vice president of community services. "We recognize that Minor League Baseball is just as committed to making a positive difference in communities as to developing the superstars of tomorrow, as there is always a willingness on their part to help us develop new and exciting on and off the field activities that result in the much needed support to discover new treatments and a cure for Lou Gehrig's Disease.

"This is a very special year for our partnership as we seek to significantly raise funds and awareness about ALS with fans and players to its highest level yet as The ALS Association and Minor League Baseball commemorate the 70th anniversary of Lou Gehrig's farewell speech as part of Major League Baseball's '4 ALS Awareness' initiative," continued Simon-Gersuk.

Big Brothers Big Sisters strives to provide a mentor for every child who wants or needs one.

"We are privileged to continue our relationship with Minor League Baseball and we are looking forward to the upcoming season," said Big Brothers Big Sisters of America President & CEO Judy Vredenburgh. "This partnership allows us to engage more people to support Big Brothers Big Sisters as donors and volunteers, which is particularly important as we move into Phase II of our Campaign for Men, an effort to recruit more Big Brothers to help improve the odds for some of our nation's most vulnerable children."

Special Olympics provides year-round sports training and athletic competition and other related programming to nearly three million children and adults with intellectual disabilities in more than 180 countries.

"Minor League Baseball has been one of Special Olympics' biggest fans, and we are excited that our partnership will continue through the 2010 season," said Special Olympics North America Managing Director Bob Gobrecht. "The strong dedication of Minor League Baseball's teams and athletes provides us with a unique vehicle to share the message of acceptance and inclusion of Special Olympics athletes. This partnership helps unite people, building more inclusive and engaged communities where Minor League Baseball teams play."

The ALS Association and Big Brothers Big Sisters have been with The Minor League Baseball Charity Partner's Program since its beginning. Special Olympics joined the program in 2005. The Charity Partner's Program's mission is to provide national exposure for these charities, expand current relationships between clubs and local chapters and to foster new relationships where none exist.

###

Contact: Steve Densa, Minor League Baseball, (727) 456-1703