






PLAY BALL






INSPIRE
BASEBALL
PLAY
IN ANY FORM AND
DEEPEN
FAN
ENGAGEMENT
WITH THE
GAME

+





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SAMPLE PRESS RELEASE - LOCAL

[CITY MAYOR] to Host [INSERT ACTIVITY] As Part of Major League Baseball's "Play Ball" Initiative

The U.S. Conference of Mayors supporting MLB's youth initiative to help strengthen connection in communities across America

City – August – [City Mayor] will host [City] youth in [Insert Activity] as part of the United States Conference of Mayors (USCM) support of Major League Baseball's "Play Ball" initiative, which focuses on the fun nature of baseball and encourages widespread participation in related activities. During the month of August 2015, or "Play Ball Month," mayors are implementing the initiative throughout cities with the goal of strengthening the connection between communities and the National Pastime.

[INSERT EVENT DETAILS]

Mayors across the country are hosting similar activities to engage citizens, families, and city departments to organize individual and community events (such as playing catch, running bases in the backyard, family gatherings, park and recreation activities, business-supported activities, etc.). These activities will be focused on strengthening bonds between families and communities with baseball through baseball-related activities.

(Insert City mayor quote)

This component of the Play Ball initiative focuses on recruiting a minimum of one city in as many of the 50 states as possible to promote and support "Play Ball Month" through baseball-related activities. Primary targets are cities with Major League and Minor League Baseball clubs, although the initiative toolkit and self-reporting strategy will be electronically distributed to hundreds of cities across the country, with the assistance of Major League Baseball.

Local leaders and citizens will report their activities to PlayBall.org via usmayors.org. PlayBall.org serves as the initiative's online home and is accessible via MLB.com, USABaseball.com and other partner websites. Coaching tips and video demonstrations will be a prominent component of the site. PlayBall.org also provides parents, coaches and kids with information on how to get involved with Play Ball activities, links to youth-related news and events, and searchable maps with links on how to join community baseball leagues. Health and safety information, including the Pitch Smart initiative, also will be available.

For more information and to apply please visit www.usmayors.org.



SAMPLE PROCLAMATION FOR **PLAY BALL** INITIATIVE



PROCLAMATION

WHEREAS, THE SPORT OF BASEBALL IS AMERICA'S NATIONAL PASTIME;

WHEREAS, THE UNITED STATES CONFERENCE OF MAYORS AND MAJOR LEAGUE BASEBALL HAVE COME TOGETHER TO RECOGNIZE AUGUST AS PLAY BALL MONTH;

WHEREAS, PLAY BALL MONTH ENCOURAGES FAMILIES AND COMMUNITIES TO PARTICIPATE IN THE GAME OF BASEBALL THUS CREATING A SUSTAINABLE ENTHUSIASM FOR THE GAME;

WHEREAS, CITIES ACROSS THE COUNTRY WILL BE COMING TOGETHER DURING THE MONTH OF AUGUST TO SUPPORT THE GROWTH OF BASEBALL;

WHEREAS, THE SPORT OF BASEBALL HAS PRODUCED COUNTLESS FAMILY AND COMMUNITY BONDING EXPERIENCES;

WHEREAS, THE SPORT OF BASEBALL HAS TAUGHT OUR YOUTH VALUABLE LIFE LESSONS OF TEAMWORK, PERSEVERANCE, LEADERSHIP AND SPORTSMANSHIP;

WHEREAS, THE SPORT OF BASEBALL HAS FORMED A DIVERSE CULTURE SHOWCASING A SNAPSHOT OF WHERE AMERICA STANDS TODAY;

WHEREAS, THE SPORT OF BASEBALL PROVIDES A PROUD SENSE OF BELONGING TO SOMETHING BIGGER THAN ONESELF;

WHEREAS, WE RECOGNIZE THE IMPORTANCE AND INFLUENCE OF THE SPORT OF BASEBALL IN THE CITY OF [YOUR CITY],

NOW THEREFORE, I, [MAYOR'S NAME], MAYOR OF [CITY NAME], DO HEREBY PROCLAIM AUGUST 2015 AS PLAY BALL MONTH THROUGHOUT THE CITY OF [CITY NAME].




JOHN R. DOE
MAYOR



PLAY BALL OP-ED



Yogi Berra, the Hall of Fame catcher of the New York Yankees, was known to say, “In baseball, you don’t know nothing.” Well, we fans of America’s Pastime may not know everything, but we do know that baseball has created some of the most memorable moments in cities across the country.

Dating back to the 1870s, America has grown up alongside the sport of baseball, which has served as a bond in cities across the country. For decades, baseball has been treated as much more than a game of pitch and catch. On a deeper level, it unites a group of unique players from different walks of life to achieve a common goal. The sport also has the capabilities to overcome and bridge the gap between social and cultural differences. Recently, following the Boston Marathon bombing in 2013, a beloved Red Sox provided hope and unity to its city. Thousands of fans came together at Fenway Park during the ensuing weekend while millions across the nation rallied behind the distraught city, showcasing the power of baseball and how it can be used as a means for positive change. The reason baseball is the Great American Pastime is not due to the storied rivalries or larger than life athletes, but rather the unforgettable memories that have been created while watching and playing the game.

This month, the U.S. Conference of Mayors is joining with Major League Baseball and its Commissioner, Rob Manfred, in initiating “Play Ball” activities in cities across the country. Play Ball focuses on the sport of baseball and encourages sustained

youth participation in America’s Pastime. Mayors will be engaging citizens, families and their respective city departments to organize individual and community events centered on baseball. These activities will not only create a renewed sense of enthusiasm, but will also serve as an opportunity to strengthen family and community bonds.

Though baseball and softball have strongly influenced cities and communities across America for decades, youth interest in physical activity and sports in general has waned in recent years. Although baseball and softball have historically been sports that can be played in many ways in virtually any community, barriers to participation, some real, some exaggerated, have been cited. By implementing Play Ball throughout American communities, we are reminding our youth and families that the sport is fun and easy to play in many different ways, and we are providing them an opportunity to become even more engaged with the sport that helped mold a country.


I hope you will join me as I declare August “Play Ball” month in our city. I encourage all of our young people to participate in America’s Pastime and show how baseball and softball continue to be part of the fabric of our community. Please join me on August _____ at _____ as we celebrate and honor the great game of baseball.

PR TALK POINTS



- Major League Baseball is committed to strengthening the connection between baseball and America's youth.
- PLAY BALL is one of our new core initiatives designed to demonstrate the fun and exciting nature of the game in all of its forms.
- The promotion of PLAY BALL will include a targeted advertising campaign, strategic partnerships, special events and the launch of a resourceful website for parents, coaches and kids.
- Events and promotions will focus on creating grassroots participation opportunities outside of the traditionally organized leagues or tournaments – this includes the basics (playing catch), derivative formats (“Wiffle” ball), skills competitions (“Pitch Hit & Run”) and the new & exciting (Vitilla; Cal Ripken Sr. Foundation’s “Quickball”).
- PlayBall.org will act as a resource for players, parents, and coaches in organized leagues by providing searchable maps with links to baseball leagues in local communities; coaching drills, practice plans, and video tutorials by Major League players and coaches; and health and safety information, including the Pitch Smart initiative. In conjunction with PlayBall.org, MLB.com/PLAYBALL will act as the social media hub for fans to post photos and videos of exciting ways they are playing game.

SOCIAL MEDIA EXAMPLES

 NYC Mayor's Office @NYCMayorsOffice · May 8
Because reaching your goals, begins with realizing your dream. #PlayBall



🔄 8 ⭐ 11

TWITTER



INSTAGRAM



FACEBOOK OR TWITTER EXAMPLES



SNAPCHAT



PLAY BALL CALENDAR OF EVENTS

JUNE 19-22

USCM 83RD ANNUAL
CONFERENCE OF MAYORS

JULY

COMMIT TO PLAY BALL EVENT
ORGANIZE EVENT
WORK WITH USCM AND MLB
PROMOTE PLAY BALL EVENT

AUGUST

PLAY BALL MONTH

SAMPLE EVENTS

Listed are a few potential events that you could incorporate as PLAY BALL activations in your city. They are informal concepts that we can work with you on. The following page will have more formal events.



LARGE "HAVE A CATCH"



OPEN WIFFLE BALL GAMES/TOURNAMENTS



HOME RUN DERBY



VITILLA or STICKBALL



QUICKBALL COMPETITIONS

MORE FORMAL SAMPLE EVENTS



T-BALL EVENTS

Participants can group into teams and play in a round robin tournament comprising of 1-inning games. An event manager can determine tournament rules based on player age and skill level.



BALTIMORE PRESIDENT'S CUP

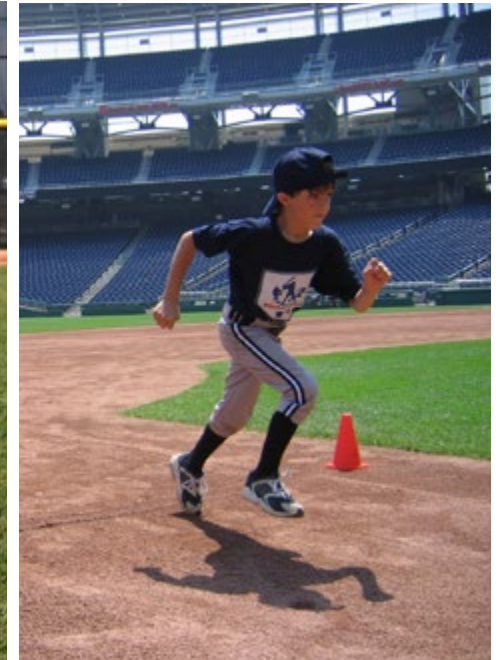
Organized baseball games or events involving schools that would normally not compete against each other (e.g., public vs. private schools)



MAYOR'S BASEBALL OLYMPICS

SAMPLE EVENTS

60 Yard Dash
Outfield Throw
Accuracy Throw
Outfield Relay Throw
Home to Home Run
Around the Horn Relay



PITCH, HIT & RUN

Major League Baseball Pitch, Hit & Run (PHR) is a FREE, exciting skills event providing boys and girls the opportunity to compete in four levels of competition including Team Championship events at all 30 Major League ballparks and the National Finals at the MLB All-Star Game.

LOGO



FULL COLOR LOGO
• CMYK •

#PLAYBALL
#PLAYBALL

HASHTAG VERSION



GRAY SCALE VERSION



6 COLOR LOGO
• CMYK •

3 COLOR LOGO
• CMYK •

2 COLOR LOGO
• CMYK •

MLB BLUE PANTONE® 286
 CMYK COLOR MIX: C-100 M-65 - 00 K-30
 RGB COLOR MIX: R-0 G-71 B-133
 TEXTILE COLOR: 19-3864 TC
 THREAD COLORS: MD-1166, RA-2437 or FUFU-334

MLB RED PANTONE® 199
 CMYK COLOR MIX: C-00 M-100 Y-65 K-00
 RGB COLOR MIX: R-189 G-21 B-39
 TEXTILE COLOR: PANTONE 18-1764 TC
 THREAD COLOR: MD-1147, RA-2508 or FUFU-190

CONTACT & FOR MORE INFORMATION

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Please Visit usmayors.org/playball