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FOR IMMEDIATE RELEASE



Cincinnati Reds Welcome MLB's RBI East Regional Championships

CINCINNATI, OH (July 22, 2010) - This weekend the Cincinnati Reds and Reds Community Fund will host Major League Baseball's "RBI" program (*Reviving Baseball in Inner Cities, presented by KPMG*) East Regional tournament, beginning Friday, July 23 and concluding Monday, July 26.

Cincinnati will welcome 13 teams with a total of approximately 250 players and coaches from Detroit, Indianapolis, Cleveland, Nashville and Cincinnati at multiple Reds Community Fund venues throughout the area. The championship games will be played at Great American Ball Park and Northern Kentucky University for baseball and softball respectively.

This is the second of three years (2009-2011) that the Cincinnati Reds and the Reds Community Fund will play host to the regional activities for the following three divisions of play: Boys Junior Baseball (ages 13-15), Boys Senior Baseball (ages 16-18), and Girls Fast Pitch Softball.

Schedule of events:

- **Thursday, July 22** – RBI Day at Great American Ball Park. More than 150 kids and coaches from 13 Greater Cincinnati RBI spring and summer teams will celebrate their season by participating in a pregame, on-field parade prior to watching the Reds-Nationals game. The three tournament teams will also have an opportunity to meet with Reds representatives.
- **Saturday, July 24** – Pool play begins at Xavier University's Hayden Field (Junior Division), Roselawn Park (Senior Division) and Sycamore High School (Girls' Softball). The day will culminate with a "Scout Day" program at Princeton High School's varsity baseball field from 5:30-8:30. This will be an opportunity for more than 50 Senior Boys to showcase their skills to professional and college scouts.
- **Sunday, July 25** – Pool play continues at Xavier University, Roselawn Park and Sycamore High School. At 2:00 p.m. the Reds Community Fund, along with other city officials, will officially celebrate the renaming of field one as "Don Johnson Field" at Roselawn Park. Johnson is a former Negro Leagues player as well as a long-time youth baseball coach and mentor.
- **Monday, July 26** – Regional Finals games will take place at Great American Ball Park and Northern Kentucky University. Junior Boys take the field at Great American Ball Park beginning at 9:00 a.m. and the Senior Boys at 11:30. The Girls' Softball final completes its schedule at 1:00 p.m. at Frank Ignatius Grein Softball Field on the campus of Northern Kentucky University. An awards ceremony will follow each game. All winning teams will advance to the Reviving Baseball in Inner Cities World Series, presented by KPMG, in Jupiter, Florida, August 3-14.

"Hosting the RBI Regional Tournament is in-step with the Community Fund's mission to get more kids to play baseball," said Charley Frank, Reds Community Fund Executive Director. "Thanks to Bob Castellini and Reds ownership, Cincinnati's RBI program has grown dramatically and now serves as a year-round vehicle to bring baseball back to inner cities and underserved neighborhoods."

About Reds Community Fund

The Reds Community Fund is the official non-profit organization of the Cincinnati Reds and is dedicated to improving the lives of underserved boys and girls through baseball. The Community Fund donates more than a million dollars annually in baseball-themed programs and underwrites more than 325 youth baseball and softball teams; has renovated more than 250 baseball fields since 2006; operates the Reds Rookie Success League in Cincinnati, Fairfield, Mason, Dayton and Louisville; and reaches more than 30,000 children through its baseball-themed programs. On the web: www.redsyouthbaseball.org.

About the Greater Cincinnati Sports Corporation

The Greater Cincinnati Sports Corporation (GCSC) strives to enrich the community through the acquisition of amateur and professional sporting events by maximizing economic impact and promoting the Greater Cincinnati region as a premier sports destination. GCSC has a 21-year history of hosting more than 200 events that brings pride, visibility and positive economic impact to the region. From World and National Championships to community-based programs, GCSC is making a difference in the quality of life for Cincinnati USA. GCSC, as the region's only non-profit sports tourism and event management organization, represents the Cincinnati USA hospitality community, P&G, and partners Cincinnati USA and Northern Kentucky Convention & Visitors Bureaus. For more information and a calendar of events, please visit www.cincysports.org.