



BASEBALL NEWFOUNDLAND AND LABRADOR

- Media Release -

Baseball NL relaunches "Step Up to the Plate" Initiative to Boost Registration and Enhance Participation Province-wide

Baseball NL is thrilled to announce this year's version of, "Step Up to the Plate," aimed at fostering increased participation in baseball across Newfoundland and Labrador. The program encompasses a multi-faceted approach to encourage participation, provide valuable resources, and promote inclusivity within the baseball community. Given the increased interest and excitement in baseball this season after the success of the Toronto Blue Jays last season, we hope that the Step Up to the Plate campaign will allow all kids to find a place to play baseball in our province.

"Step Up to the Plate" serves as a comprehensive platform offering a range of resources and support mechanisms to empower individuals and communities to engage with the sport of baseball. The initiative encompasses the following key components: registration information, information for communities new to baseball, personal testimonials, tournament listings, Challenger Baseball information, Girls Baseball information and Financial Support Program information.

Through "Step Up to the Plate," Baseball NL aims to create a welcoming and inclusive environment where individuals of all ages, backgrounds, and abilities can come together to enjoy the game of baseball. By providing valuable resources, promoting diversity, and removing financial barriers, this initiative seeks to enhance participation and foster a vibrant baseball community throughout Newfoundland and Labrador.

"Baseball NL is dedicated to making baseball accessible to all and ensuring that everyone has the opportunity to experience the joys of the sport," said Kristyn Coley, Minor Committee Chair for Baseball NL. "We are excited to continue supporting the 'Step Up to the Plate' after it's success in the 2024 and 2025 seasons and look forward to seeing the positive impact it will continue to have on communities across the province this coming year."

"Through the Step Up to the Plate Initiative, we're building positive relationships, fostering community, and igniting a passion for baseball across Newfoundland and Labrador like never before." – Darren Hancock, President of Baseball NL

For more information about "Step Up to the Plate" and how to get involved, please visit www.stepuptotheplate.ca or contact Ryan Garland at baseballnl@sportnl.ca.

About Baseball NL:

Baseball NL is the governing body for amateur baseball in Newfoundland and Labrador, and is dedicated to promoting and developing the sport at all levels. With a focus on inclusivity, community engagement, and player development, Baseball NL strives to provide opportunities for individuals of all ages and backgrounds to participate in the sport of baseball.

1296A Kenmount Road, Paradise NL, A1L 1N3

Telephone: 709-576-3401

Email: baseballnl@sportnl.ca

website: www.baseballnl.com