

2017 WORLD SERIES TREASURE COAST, FLORIDA PRESS KIT

PRESENTED BY THE TREASURE COAST ATHLETIC ASSOCIATION



SBWORLD SERIES.ORG

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THE 2017 BABE RUTH SOFTBALL WORLD SERIES

The 8U through 18U divisions of Babe Ruth Softball have the opportunity to submit AllStar tournament teams for competition in the hopes of advancing to the Babe Ruth World Series every summer. These select teams compete through local districts events, then to States competition. The top tier advance to the Babe Ruth US Regional tournaments for the chance to compete in the World Series. This month long playoff process will finally bring **the best 24 teams in each age group, from over 1,000,000 players worldwide**, to the Treasure Coast to find out who will be “*Babe Ruth World Series Champions*”!

This year’s World Series, being held from **July 19th through Aug 5th**, is the second year of a five year commitment by Babe Ruth to allow the Treasure Coast to host an event of this magnitude and enjoy the financial benefits it brings. This two week long event will not only provide our community with the opportunity to enjoy this world class softball competition, but also will bring an estimated 7.5 million dollars in economic impact to our Hotels, Restaurants, and Retail/Service based businesses (*per previous years’ data*).

Families from all over the United States will come for their summer “*Play-cation*” and enjoy our hotels, restaurants, local shops and beaches we all love so much. They will remember it as their dream vacation. We simply call it home.



ECONOMIC IMPACT



2016

67 TEAMS
competed from
all over the US



2016

Over **4000**
room nights with
an economic
impact of
\$4,700,000



2016

Games were
BROADCASTED
& viewed in all **50**
states plus **117**
countries around
the world



2017

2017 World
Series over
100 TEAMS
(est.) from all
over the world



2017

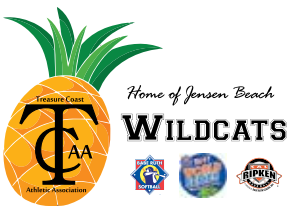
1st year of
INTERNATIONAL
& **18U DIVISIONS**

EVENT LOCATIONS

- 1 Opening Ceremonies - Indian Riverside Park**
1707 NE Indian River Dr, Jensen Beach, FL 34957
- 2 Pineapple Park**
NW Fowler Ave, Jensen Beach, FL 34957
- 3 Halpatokee Regional Park**
8303 Southwest Lost River Rd, Stuart, FL 34997



ABOUT TCAA



The Treasure Coast Athletic Association (TCAA) is a 501c3 non-profit organization focused on training children from Martin and St. Lucie counties in the skills needed to play softball, from our basic recreational leagues through our competitive college showcase environments. Coaches, instructors and volunteers of TCAA work together to teach our student-athletes respect, integrity and accountability

on and off the field. TCAA emphasizes the importance of performance not only on the field, but also in the classroom. Our graduating classes head off into college and beyond with the time management skills and work ethic that will drive them to success.

TCAA Wildcats Softball is chartered through the Babe Ruth League, Inc. with home fields located in Jensen Beach, FL. TCAA provides a fun and safe environment for players of all ages and abilities to learn the value of sportsmanship, teamwork, and fair play. Our volunteer staff has over 100 years of combined experience to help guide our local youth to a better future. We provide the highest level of training available in the country. We offer Division I college combines for ages 12-16 and we are partnered with the largest national recruiting system.

OUR MISSION

Our program works as a family to provide an environment that builds self-esteem and confidence through positive training and reinforcement. All players in our program receive the same commitment from us, from training to coaching, and the same level of respect from all other TCAA teammates. This helps them become the best they can be to whatever level they aspire.

TO LEARN MORE ABOUT TCAA PLEASE VISIT US AT TCAASPORTS.COM

Office of the Commissioner
BABE RUTH LEAGUE

ROB CONNOR

Commissioner of Softball



Babe Ruth League, Inc. is excited to partner with the **Treasure Coast Athletic Association** to host the **2017 Babe Ruth Softball 8U, 10U, 12U, 14U, and 16U World Series**, as well as the **18U**

Softball World Series joining the lineup for the first time this summer. Add to this the exciting news that Beijing, China will be participating in the 12U Softball World Series, the 2017 Babe Ruth Softball World Series promises to be a signature summertime event.

Hosting a Babe Ruth Softball World Series is a relatively easy means of meeting a variety of economic goals with dividends that will pay for years to come. The World Series serves as gateway experiences for many first-time visitors, inspiring large numbers to make plans for subsequent trips and vacations to the area and region. Area hotels, restaurants, grocery stores, shopping outlets, gas stations, entertainment venues and other local businesses will experience direct spending from attendees.

The Softball World Series participants and their families, hailing from all over the world, will be in town from July 19 to August 5, 2017. With approximately 100 teams and their families and fans, as well as several dozen operation staff members, coming to the Treasure Coast this summer, the area will be very busy with “*Babe Ruth League*” tourists. To share all that is good about the Treasure Coast and to support the World Series efforts, we encourage you to play an active role in the World Series.

There are many opportunities to highlight the Treasure Coast, both on and off the field. Dozens of local residents and league officials are volunteering their time to make the event possible. The World Series Committee is offering individual and corporate sponsorships with many benefits available to donors. Others who do not wish to commit as a sponsor can simply make a financial contribution. (*The Treasure Coast Athletic Association is a non-profit 501(c)(3) entity, meaning donations are tax-deductible.*) Ad space is also available to highlight local activities, businesses, shopping and dining opportunities for visitors.

These young **athletes from all over the globe** dedicate years of practice demonstrating their determination to meet such a challenging goal. It is only fitting we applaud them for their hard work and ensure they are rewarded with an awesome experience.

Anytime you can bring other people, other communities into yours and show them what you have, it’s a great opportunity. **Please lend us your support and join us for this exciting occasion for Babe Ruth Softball and the Treasure Coast community.** For more information, to sign on as a sponsor, donate or volunteer, please contact World Series Host President Mike Cusimano via cell at **772-678-8560** or via email at **tcaasports@gmail.com**.

SINCERELY,

A handwritten signature in black ink, appearing to read "Rob Connor".

ROB CONNOR - NATIONAL COMMISSIONER

ITINERARY



WEEK ONE - 14U, 16U, AND 18U DIVISIONS

JULY 19 | Orientation/Media Day

JULY 20 | Opening Ceremonies/Practice

JULY 20-22 | NSR Combine

JULY 21-23 | Pool Play

JULY 24-25 | Bracket Play

JULY 26 | Championship Games

JULY 27 | Travel Day

WEEK TWO - 8U, 10U, AND 12U DIVISIONS

JULY 28 | Orientation/Media Day

JULY 29 | Practice and Opening Ceremonies

JULY 30-AUG 1 | Pool Play

AUG 2 - 3 | Bracket Play

AUG 4 | Championship Games

AUG 5 | Travel Day

SPONSORS

DIAMOND SPONSORS



PLATINUM SPONSOR

- SHUCKERS ON THE BEACH
- CONCHY JOE'S SEAFOOD
- DOLPHIN BAR AND SHRIMP HOUSE
- CENTER STATE BANK
- BB&T BANK
- TREASURE COAST SQUARE MALL

GOLD SPONSORS

- COLD STONE CREAMERY
- CARLOS HERNANDEZ, CPA
- ALL CREATURES ANIMAL HOSPITAL
- JENSEN BEACH PLUMPING
- JAN'S PLACE RESTAURANTS
- CRAWDADDY'S N'AWLINS GRILL & RAW BAR
- A&G CONCRETE POOLS
- REYNOLDS PEST MANAGEMENT, INC.
- SIGN STORE AND MORE

SILVER

- BOYS & GIRLS CLUBS OF MARTIN COUNTY
- BARTLETT BROS SECURITY INC.
- GREATFLORIDA INSURANCE HOLDINGS GROUP
- DIAGNOSTIC IMAGING SERVICES BY MARTIN HEALTH SYSTEM
- COAST ORTHOPAEDIC & SPORTS MEDICINE CENTER
- STUART PEDIATRIC DENTISTRY
- 76 GOLF WORLD
- AUNT D'S KITCHEN

WHAT'S NEW IN 2017

1

NATIONAL SCOUTING REPORT WILL HOST A COMBINE FOR 14U, 16U, AND 18U

National Scouting Report is comprised of on-the-ground scouts stemming from backgrounds in coaching, professional players, and top talent in the sporting industry. We connect high school athletes with college coaches.

National Scouting Report (NSR) is the most revered high school scouting and college recruiting organization in the world. Since 1980, college coaches have depended on NSR to present them with quality prospects to evaluate and recruit.

This year, NSR will be a partner with Babe Ruth in helping not only elite softball players in this country, but also players internationally. NSR will host a combine during the Softball World Series held in Jensen Beach the week of July 19-25 for the 14U, 16U and 18U divisions during the first week of the event. All players in the World Series will be able to participate in the combine and get their metrics officially recorded and on video. NSR will also have college coaches at the combine to evaluate players. This partnership is a great opportunity for both NSR and the Babe Ruth Softball World Series, and more importantly for the players involved both nationally and internationally.

- **Chris Hunt**, Area Director

2

ADDITION OF AN INTERNATIONAL DIVISION

Babe Ruth Softball has created an International Division for the 2017 Games. It will grow quickly into a 15-20 team bracket representing country's from all over the globe. They will

compete along with teams representing USA towards a "World Series Champion" each year. (update 3-17) China has already qualified and committed a team to compete.

3

18U DIVISION ADDED

TCAA is excited to announce the addition of the 18U division to the Softball World Series! Additionally, our 18U division players in the

World Series will be able to participate in the NSR combine and get their metrics officially recorded and on video.

4

FOX SPORTS GO

What is FOX Sports GO? With FOX Sports GO, you can watch live sports and great shows from FOX Sports, FS1, FS2, your FOX Sports Regional Network, FOX Deportes, FOX College Sports, and FOX Soccer Plus.* No matter where you go, take

FOX Sports with you on your Apple, Android, or Windows device via the FOX Sports GO app, or access it at FOXSportsGO.com or on supported connected devices. There is no additional charge to use the FOX Sports GO service.

**You need to receive these channels in your TV channel line-up in order to watch them in FOX Sports GO. Some channels may not yet be available for every TV provider or on every platform.*



PRESS RELEASES

NSR Announces The Babe Ruth League Partnership

NATIONAL SCOUTING REPORT (NSR-INC.COM)

BY CHELSEA EYTEL - JUNE 2, 2017

<https://www.nsr-inc.com/scouting-news/nsr-announces-the-babe-ruth-league-partnership/>

National Scouting Report is proud to announce its Babe Ruth League partnership for the 2017 Softball World Series. This new partnership starts with an exclusive NSR Softball Video Combine at the Babe Ruth World Series Softball Championship Tournament in Jensen Beach Florida. The softball video combine will **begin July 20, 2017**, and will **end on July 23, 2017**.

Babe Ruth League Partnership

The NSR Video Combine Series offers testing and evaluation by professional NSR college scouts. It also provides an opportunity for athletes to learn more about the recruiting process. Athletes will go through multiple testing stations designed to measure speed, agility, velocity and position specific skills. Each station will be filmed, and a skills video will be made available to every athlete participating in the combine.

NSR scouts will also provide an in-game evaluation during the tournament to all combine participants. This element will allow the athletes an opportunity to showcase their skills at game speed.

Following the combine, NSR will provide metrics for each participating athlete to every college softball program in the country via a special email highlighting the combine and tournaments top performers.



“I will personally be there, to not only watch the U.S. kids play but to meet and greet the international kids that have traveled to compete,” said Rigney. *“The Babe Ruth League is a great organization, and we are happy to partner with them to help youth softball players achieve their dreams of being college athletes.”*

The Babe Ruth League

The Babe Ruth World Series is a major softball tournament that will consist of some of the best youth softball players. In addition to that, over 15 countries will be present at this tournament. Making this event especially relevant since softball is going to be in the 2020 Olympics!

Rusty Rigney, NSR’s President, is eager for the combine, the softball world series and what it means for college softball.

Registration for this combine starts June 14, 2017. Look for additional information regarding registration soon on the softball website.

If you want to play in college, and think you have what it takes then this combine is for you!

College recruiting is a difficult road, and you only have one chance to make an impact and get recruited. Therefore it’s important to start your recruiting journey the right way.

TCAA Wildcats undefeated in 12U division

TCPALM.COM

BY STAFF REPORT

archive.tcpalm.com/sports/local/tcaa-wildcats-undefeated-in-12u-division-399705bc-5b92-6cdf-e053-0100007fdb35-389554361.html

The Treasure Coast Athletic Association Wildcats took a 3-0 record into bracket play in the 12U division of the Babe Ruth Softball World Series at Pineapple Park in Jensen Beach.

One of three TCAA entries in the tournament, which includes the 8U and 10U national invitationals, the Wildcats defeated OCCCR 6-4 and Windham 10-4 in pool play. The team earned one of eight berths into the World Series bracket with 4-0 win against the East Orange All-Stars.

The were scheduled to play Oviedo in a bracket opener later Monday, but the afternoon and evening schedules were rained out. The game will be played at 8 a.m. Tuesday.

In the 10U National Invitational, the Wildcats went 0-2 in pool play, losing to the Litchfield Blast 13-3 and Big Bend Lady Bucks 10-4. They lost to the Bradford All-Stars 15-6 in a bracket play-in game Monday morning and dropped to the Diamond bracket.

The Wildcats were scheduled to play North Side on Monday afternoon in a Diamond opener before rain postponed play.

In the 8U National Invitational, the Wildcats went 0-2 in pool play, losing to Santa Fe 20-1 and Mount Washington 24-0, before losing to Santa Fe 13-3 in a bracket play-in game.

The Wildcats dropped into the Diamond bracket and were to play the Breakers on Monday night before rain stopped play.

A total of 42 teams, representing 15 states, are taking part in the three divisions. This is the 18th year of the 12U division, the second for the 8U and 10U national invitationals.

Games are being played at Pineapple Park and Palm City's Justin Wilson Park.

For updated Tuesday game schedules, go to sbworldseries.org/2016-softball-world-series.aspx

2016 Babe Ruth World Series Softball Location Reveal

BABE RUTH LEAGUE – OCT 18, 2015

www.sbworldseries.org/2016worldseries/softball-location-reveal.aspx

Hamilton, New Jersey...Babe Ruth Softball, a Division of Babe Ruth League, Inc., is proud to announce that the Home of the 2016 Babe Ruth Softball World Series is JENSEN BEACH/STUART, FLORIDA!

Jensen Beach, Florida which hosted for the first time this past summer for the 16U World Series, is now going to play host to all 5 age groups in South Florida. In addition to the "Pineapple Park" in Jensen Beach, Stuart, Florida will also have games played at 2 additional parks over the two-week period, "Sailfish Park" and "Halpatiokee Park".

For 2015, major investments were put into Pineapple Park with new fencing, drainage and field surface that made the playing top-notch for the teams. Similar work will be done to prepare the the complexes for the World Series.

"Jensen Beach, Florida and the volunteers of the Treasure Coast Athletic Association did a fantastic job in just their first year of hosting a large event. The amount of volunteers and dedication they had made the World Series a special event for the local community and the teams that participated" said Rob Connor, National Commissioner of Babe Ruth League, Inc.

Jensen Beach and Stuart, Florida offer the opportunity for teams to enjoy a vacation destination while playing softball at the highest level. Hotels that center all 3 complexes offer everything from on the beach locations to a whole host of local attractions and restaurants. Whether it is the beach, boating and golf opportunities for parents and players around games or simply having a great selection of local restaurants and other local attractions makes Jensen Beach/Stuart, Florida a great destination for all that come to the World Series.

In addition to the local attractions, teams will have the help of HotelPlanner.com for securing local approved hotels at the World Series in 2016. A single place to review the different properties for amenities and price points will help make the job easier for team followers. Also, the hotels are all within 15 minutes of any park that is hosting games.

The local community will be rolling out the red carpet to the Treasure Coast of Florida. Everyone visiting the World Series will experience the very best the local community has to offer. The best part is that those who traveled to Jensen Beach last year would love to come back, and we are confident that many more after this year will make the Treasure Coast a family vacation destination for many years to come.

The Babe Ruth Softball World Series will be played over two weeks. During Week One, the 14U and 16U age groups will compete. Teams will arrive in town on Tuesday, July 26th and depart for home on Wednesday, August 3rd. On Thursday, August 4th, the 8U/10U/12U age groups will come to town and depart on Thursday, August 11th.

Teams will have the opportunity to take part in the Teal/Pink Warm Up Games ahead of World Series Play. For 2016, 14U and 16U teams will be randomly selected to allow players and coaches the opportunity to meet players from all over the country for the day. The 8U/10U/12U age levels will have their teams stay together, however, they will warm-up with a team that is out of their division or even region, so they can get to know a team they may never play unless they make it to the championship game. The Teal/Pink Game is just one part of the amazing week of memories the volunteers of the Treasure Coast Athletic Association, the Treasure Coast Community and Babe Ruth League plan to do.

Continue to check us out on Facebook, Twitter, Instagram and Sbworldseries.org for more even news on National Qualifiers and the official Babe Ruth Softball Tournament Trail. BabeRuthWorldSeries.org is the Official Homepage of the Babe Ruth League World Series.

Softball World Series commits to 3 years in Martin County

WPTV CHANNEL 5

BY RACHEL LEITAO – NOV 20, 2015

www.wptv.com/entertainment/television/thenow/softball-world-series-commits-to-3-years-in-martin-county

JENSEN BEACH, Fla. – For the first time ever all five age groups of the Babe Ruth World Series of Softball will be played in one place: Jensen Beach.

“It is extremely exciting for our organization,” said Treasure Coast Athletic Association volunteer and parent Mary Easlick. *“We have a great volunteer base in our organization and this is perfect for the girls.”*

For the local teams it means they will automatically play in the tournament.

“It’s exciting that they get to experience a tournament of this caliber,” Easlick said. *“To be able to go home and sleep in your own bed.”*

More than 120 teams from across the country will be traveling to the Treasure Coast next July for the tournament. They’re expected to spend an estimated \$5 to \$6 million on hotels rooms, meals and activities during the three week event.

“Doing this in the middle of the summer when a lot of the hotels restaurants little cafes need a boost in business I think it’s a fantastic thing for those venues,” said local business owner George Hart.

A win-win for local youth softball players and the community.

“I think Jensen Beach is a wonderful community and I think it needs some exposure,” Hart explained. *“I think the more people we bring here from around the country to see what Jensen Beach has to offer I think the more people will come here.”*

For locals there’s only one thing left to do according to Hart. *“Have a bag of peanuts, which is terrific and you know some cracker jacks and you know just root-root-root for the home team.”*

Martin County Will Host The Entire Babe Ruth League World Series Of Softball In 2016, And That's Only The Start

STUART MAGAZINE

BY LYSSA GOLDBERG NOV 20, 2015

www.stuartmagazine.com/up-front/noteworthy/martin-county-babe-ruth-league-world-series-softball-2016

After Jensen Beach hosted a World Series of Softball tournament last summer, the Babe Ruth League is coming back for more. Much more.

The entirety of the Babe Ruth League Softball World Series will be hosted in Martin County in 2016—the first time it is not being held across several cities split up according to age group.

Babe Ruth League representatives made the announcement Friday morning at Pineapple Park in Jensen Beach, one of the locations that will host World Series games. The other announced park is Halpatiokee Regional Park in Stuart.

The youth sporting event is set to take place in Martin County July 28 through Aug. 11, featuring all five age groups—ages 8 through 16—and the Treasure Coast Athletic Association will have a host team in each age group. The Treasure Coast's nature as a vacation destination was a big draw.

"[O]ur teams and their families will be able to experience Martin County and the Treasure Coast and enjoy a vacation during a World Series—an opportunity they've never had in the past," Babe Ruth League Commissioner Rob Connor said in a press release.

The World Series of Softball was first brought to Jensen Beach this past year—thanks to the suggestion of local softball star Jessica Cusimano—when it hosted the tournament for 16 year olds in August, and the Babe Ruth League couldn't get enough of Martin County. The league was particularly impressed with the Treasure Coast Athletic Association's organizational abilities and volunteer base, according to Connor, and felt that TCAA would be equipped to host the entire World Series this time.

"You're basically taking five events and putting into now one," he said. *"The [selected location] has to be able to organize and fundraise everything necessary to pull it off."*

According to Connor, the Babe Ruth League has committed to keeping the World Series in Martin County for the next three years, with an option of up to six years.

"We really like staying in the same location," he said.

The Treasure Coast typically experiences a lull in the summer months, but with close to 6,000 hotel room nights estimated to be booked by teams and their families during the two-and-a-half week competition, the World Series is expected to provide an economic impact of \$5 million to \$6 million.

The Marriott Hutchinson Island and Stuart's Hampton Inn and Courtyard by Marriott will be a few of the hotel partners with rooms available during the tournament.

TCAA President Mike Cusimano (Jessica's father) expects the young athletes in town to enjoy their Treasure Coast vacation. For example, last year, the visiting softball players had a contest to see which team spent the most amount of time at the beach, he said.

"A lot of these athletes are used to traveling to Middle America ... what we call cow-pasture tournaments. They'll be out in the hot sun all day, take a shower, go to bed, wake up, repeat," he said. *"Here, we have a sense of community. They go out."*

According to Cusimano, Martin County Parks and Recreation invested about \$90,000 into revamping Pineapple Park for the 16 age group tournament in August, and additional improvements can likely be expected at the other parks.



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