

BABE RUTH WORLD SERIES

2019 PRESS KIT

PRESENTED BY THE TREASURE COAST ATHLETIC ASSOCIATION



sbworldseries.org

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The 2019 Babe Ruth 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 15th through Aug 12th**, is the fourth year of a ten 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 three week long event will not only provide our community with the opportunity to enjoy this world class softball and baseball 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



2018

Over **5,772** room nights with average stay of **6 days** with an economic impact of **\$6,985,822**



2018

80 TEAMS that participated in the three weeks of competition



2018

Teams participated from **20 Different States**



2018

International Teams from **China & Canada**

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 Halpatiokee Regional Park

8303 Southwest Lost River Rd, Stuart, FL 34997

4 Citrus Grove Park

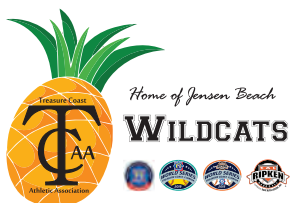
2527 SW Citrus Blvd, Palm City, FL 34990

5 The Babe Ruth Experience

9221 SE Civic Center Pl, Port St. Lucie, FL 34952



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 **2019 Babe Ruth Softball 8U, 10U, 12U, 14U, 16U, and 18U World Series**, as well as the **Cal Ripken 8U, 9U, and 11U 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 2019 Babe Ruth World Series promises to be a signature summertime event.

Hosting a Babe Ruth World Series and Cal Ripken 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 Babe Ruth World Series participants and their families, hailing from all over the world, will be in town from July 15 to August 12, 2019. 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*

and Cal Ripken” 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 Jess Cusimano via cell at **772-678-8558** or via email at **tcaasports@gmail.com**.

SINCERELY,

ROB CONNOR - NATIONAL COMMISSIONER

Itinerary



BABE RUTH SOFTBALL 14U, 16U, 18U

JULY 15	Team Arrival & Workout/Manager Meeting	JULY 21-22	Bracket Play
JULY 16	Babe Ruth Experience	JULY 23	Championship Day
JULY 17-20	Seed Play/Salute to Service Day (07/19)	JULY 24	Team Departure



BABE RUTH SOFTBALL 8U, 10U, 12U

JULY 25	Team Arrival/Manager Meeting	JULY 31	Salute to Service Day
JULY 26	Babe Ruth Experience	JULY 31-AUG 1	Bracket Play
JULY 27-28	Warm up Games/ National Pro Fastpitch Beach Blast Series	AUG 2	Championship Day
		AUG 3	Team Departure
JULY 28-30	Seed Play		



CAL RIPKEN BASEBALL 8U, 9U, 11U

AUG 3	Team Arrival/Manager Meeting	AUG 6-8	Seed Play
AUG 4	Babe Ruth Experience	AUG 9-10	Bracket Play
AUG 5	Workout Day/Opening Ceremonies	AUG 11	Championship Day
AUG 6	Salute to Service Day	AUG 12	Team Departure

What's New in 2019

1

35th Anniversary for Babe Ruth Softball



Since its inception in 1984, Babe Ruth Softball has grown tremendously to become a premier softball program throughout the United States and in several countries worldwide. This year we celebrate the history of Babe Ruth softball as we reach its 35th year.

2

20th Anniversary for Babe Ruth Softball World Series



It's a double-up year for anniversaries as we also celebrate the 20th year for the Babe Ruth Softball World Series. The first World Series were held in 1999 for the first time for the 12 and under age division and the 16 and Under age division. We are proud to carry on the tradition of the World Series, and continue to make it bigger and better every year!

3

National Pro Fastpitch Beach Blast Series



For the first time ever Babe Ruth has contracted with the NPF to create the Beach Blast Series! During the 8u, 10u, and 12u, Softball World Series the NPF will play a 2-game series right here in the Treasure Coast. The Beach Blast Series will host the Chicago Bandits vs. the Beijing Shougang Eagles. These games will be broadcast worldwide and will offer an unforgettable experience to our participants.

4

2019 Workout Day



For the first time here in the Treasure Coast, our teams will be arriving a full day prior to the official start of the World Series. This opens up the opportunity to allow the teams to have an official workout day. Each participant will receive a workout day t-shirt, and be able to familiarize themselves with the fields they will be competing on during the tournament.

5

Treasure Coast Treasure Hunt!

This year our participants will have the ability to travel around the treasure coast in a fun scavenger hunt. All of the local sponsors \$1,000 and up will be on the Treasure Map, where teams will visit the location and take a photo with their team in front of the provided mini-banner. There will be a grand prize every week for the team that visits the most locations. (See map in Press Kit).



Press Releases

Softball players, fans show support for injured teammate Layne Chesney at Babe Ruth World Series

TCPALM.COM

BY JOHN PARRISH – JULY 24, 2018

<https://www.tcpalm.com/story/specialty-publications/your-news/st-lucie-county/reader-submitted/2018/07/24/babe-ruth-world-series-players-support-injured-teammate-layne-chesney/830875002/>



While she watched a live stream from her hospital bed, a drone flew over the large crowd gathered below, all holding up signs showing Layne in her Wildcat uniform with her now viral hashtag, #laynestrong24. (Photo: CONTRIBUTED BY JOHN PARRISH/BABERUTHLEAGUE.ORG)



Layne Chesney, 14, was severely burned in a bonfire accident on New Year's Eve. (Photo: CONTRIBUTED PHOTO BY LAURYN CHESNEY)

JENSEN BEACH — During the opening ceremonies of the 2018 Babe Ruth Softball World Series on July 20, participant players, family members, friends, and local representatives joined together to show support to injured fellow player and Treasure Coast resident Layne Chesney.

Layne, a 14-year-old member of the TCAA Wildcats softball team, suffered third degree burns over 95% of her body in a holiday bonfire accident on Dec. 31, 2017. She has been hospitalized since the accident and is continuing to fight on her long road to recovery.

This week marks the opening of the 2018 Babe Ruth Softball World Series, with players aged 6 years, 14 years, 16 years, and 18 years old.

During opening ceremonies all participants took a moment to join in a showing of support for Layne.

Babe Ruth World Series softball championship game in Jensen Beach

TCPALM.COM

BY STAFF REPORT - JULY 26, 2017

<https://www.tcpalm.com/picture-gallery/sports/local/2017/07/26/babe-ruth-world-series-softball-championship-game-in-jensen-beach/104033100/>



Jensen Beach Wildcats Xtreme faced off against the East Beaufort All Stars Wednesday, July 26, 2017, during the Babe Ruth All Stars World Series championship softball game at Pineapple Park in Jensen Beach. The Wildcats Xtreme defeated East Beaufort 9-1.

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.



sbworldseries.org