

**Rawlings Teams Up With Babe Ruth League, Inc.  
For The 2010 "Try It and Buy It" Helmet and Bat Promotion**

Babe Ruth League, Inc. is proud to once again name Rawlings Sporting Goods as the "Official Helmet" for Babe Ruth Baseball, Babe Ruth Softball and Cal Ripken Baseball for the 2010 season.

As part of the partnership, leagues will once again be able to participate in Rawlings' "Try It and Buy It" promotion where athletes can try on helmets - like the Rawlings® Coolflo™ Batter's Helmet which is 6 percent lighter than comparable models and features the exclusive Coolflo™ technology - before purchasing them.

"The 'Try It and Buy It' promotion offers a win-win situation for both Babe Ruth League, Inc. and its athletes," said Mike Thompson, Rawlings Vice President of Sports Marketing and New Business Development. "Top performing players deserve high performance products, and Rawlings is proud to partner with Babe Ruth League, Inc. to increase awareness about equipment safety."

All current Babe Ruth Baseball, Babe Ruth Softball and Cal Ripken Baseball players who try on or purchase a Rawlings helmet are eligible to win one of two "Try It and Buy It" Grand Prizes where they and a guest will be provided with the opportunity to meet a Rawlings Major League Advisory Staff Member at a Major League ballpark. Last year's winners were treated to a "greet and meet" with players from the New York Mets. **For 2010, this program has been expanded to include any Babe Ruth Baseball, Babe Ruth Softball and Cal Ripken Baseball player who tries out or purchases a Rawlings bat.**

Few decisions impact your game as much as choosing the right bat. There are a number of facts that must be taken into consideration, including level of play, size of the batter, cost, comfort and league regulations/restrictions mandating what type of bats (weight, length, barrel dimension) are allowed. One of the most important factors is the comfort of the bat to the hitter. As with any piece of sports equipment, the more comfortable you are the better. Go to a local sporting goods dealer, take a few swings with a Rawlings bat and try to picture yourself in a game. Make sure you can swing the bat without struggling. When you select your bat, make sure you are comfortable and confident before you swing it in a win-or-lose situation. Take it to the practice field or batting cage to get in a few hits. Confidence can only come from practice. Put in plenty of practice and you will be ready when the pressure is on at the plate.

Babe Ruth League, Inc. takes an active role to ensure the safety and well-being of its players. The 2010 promotion will once again stress to Babe Ruth players that quality helmets and the right bat should be an essential part of their equipment bags. When it comes to purchasing equipment, a player's safety and health should be the major deciding factors.

Babe Ruth League, Inc. President/CEO Steven Tellefsen stated, "We are extremely excited about our partnership with Rawlings. We make a great team as both our organizations play a major role in growing the great games of baseball and softball and improving the lives of our youth."

For further details, please go to [www.baberuthleague.org](http://www.baberuthleague.org) or call Babe Ruth promotions at 1-800-880-3142.

Allow your players to participate in the "Try It and Buy It" program. Listed below are the rules and regulations for the contest:

## **CONTEST RULES AND REGULATIONS**

1. The sweepstakes is open to all 2010 registered players in the local Babe Ruth Baseball, Babe Ruth Softball and Cal Ripken Baseball programs.
2. If a player tries on or purchases a Rawlings batting helmet, they become eligible for all sweepstakes prizes.
3. **Two Grand Prizes.** Two lucky and current Babe Ruth players and a guest will win the opportunity to "Meet and Greet" a Rawlings Major League Advisory Staff Member at a Major League ballpark. The winners and their guests will receive complimentary transportation, lodging and tickets to the game.
4. There will be several secondary prizes consisting of Rawlings equipment.
5. There will be no substitution for the grand prize packages. If the grand prize winner(s) is unable to make the "Meet and Greet" another winner(s) will be selected.
6. Submit the completed registration form to Babe Ruth Headquarters. All entries for the Grand Prizes and secondary prizes must be received by Babe Ruth Headquarters prior to June 30, 2010.
7. Winners will be notified by mail and/or email. Their names will be displayed on the Babe Ruth League, Inc. website, as well as featured in a Batter-Up Email Blast.
8. All decisions are final and are under the jurisdiction of Babe Ruth League, Inc.

**Babe Ruth League, Inc./Rawlings**  
**“Try It and Buy It” Helmet and Bat Promotion**  
**Registration Form**

Player Name \_\_\_\_\_

League Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Date of Birth \_\_\_\_\_ Telephone Number \_\_\_\_\_

Email Address \_\_\_\_\_

*Please check all that apply:*

- Tried on a Rawlings Helmet
- Purchased a Rawlings Helmet
- Tried a Rawlings Bat
- Purchased a Rawlings Bat

*If purchased, please indicate where by checking the appropriate box:*

- Anaconda Sports
- Local Dealer
- Dick’s Sporting Goods
- Sports Authority
- Internet
- Other - Please indicate \_\_\_\_\_