



FOR IMMEDIATE RELEASE

CONTACT: Kelli Stewart
L.E.A.D., Inc.
404-867-4626

**L.E.A.D., Inc. Partners with City of Atlanta Office of Recreation
And Other Local Businesses To Bring Year-Round Baseball to the Inner City**

(Atlanta, Georgia) (August 19, 2009) – Atlanta-based L.E.A.D. (Launch, Expose, Advise, Direct), Inc. has joined forces with the City of Atlanta Office of Recreation, the Baseball Tomorrow Fund and other local businesses to launch its Legacy League fall program, America's first fall instructional baseball league, which prepares inner city youth ages 14-18 to compete for college scholarships. The league will hold open tryouts on Saturday, August 22 and Sunday, August 23 at Perkinson Park in Southwest Atlanta. This partnership comes at a dynamic time; due to shrinking budgets the city has had to shut down many of its recreation centers which many believe has contributed to increased instances of youth crime.

"As the City grapples with youth crime, the Legacy League will engage young men in our community and offer them life alternatives," said District 12 City Councilmember Joyce M. Sheperd. "Not only will they have an opportunity to play baseball, but they will also learn and apply the values of commitment, discipline and team work. I am thrilled that C.J. Stewart and L.E.A.D. have chosen the south side and Perkinson Park to house this exciting program."

Support for L.E.A.D.'s Ambassador Program and Legacy League includes a \$36,000 grant from Major League Baseball's Baseball Tomorrow Fund, and its ongoing partnerships with the Majestic Realty Foundation and Mizuno. An additional partnership with Mizuno and The Home Depot will also include restoration of the Perkinson baseball field as well as other park enhancements.

Inaugural Legacy league activities include:

- **Legacy League Tryouts – August 22-23**

Tryouts are open to all metro Atlanta youth ages 14-18, and include the completion of an online application (www.legacyleague.ning.com), player/parent on-site interviews, along with two letters of recommendation. Tryouts are Sat., August 22 from 10:00 a.m. to 2:00 p.m. and Sun., August 23 from 4:00 to 7:00 p.m.

- **Legacy League Induction Ceremony and Exhibition Game - September 12, 10:00 a.m. – 2 p.m.**

The celebration will include the introduction of the inaugural Legacy League team, along with representatives from Major League Baseball's Baseball Tomorrow Fund, The Majestic Realty Foundation, The Atlanta Braves, the City of Atlanta Recreation and Cultural Affairs Department and Washington High School.

Young men accepted by L.E.A.D. are also required to participate in service and enrichment activities in order to "pay" their way through the program. For more information about L.E.A.D., Inc. or to participate in the activities, please call Kelli Stewart at 404-867-4626 or email kelli.stewart@lead2legacy.org.

About L.E.A.D., Inc.

Founded in 2007 by Atlanta native and former Chicago Cubs outfielder C.J. Stewart, L.E.A.D. (Launch, Expose, Advise, Direct), develops young men ages 14-18 to be outstanding, civically engaged student athletes by using the sport of baseball to promote athletic and academic excellence while also promoting service and leadership among urban teens. Under its motto, "Service to the Game & World," L.E.A.D.'s Legacy League and Ambassador programs have made a tremendous impact in the lives of inner city Atlanta youth. Because athletics and academics go hand in hand, L.E.A.D. partners with metro Atlanta school systems to help ensure their young men also achieve excellence in the classroom. In 2008, 85% of L.E.A.D.'s Ambassador student-athletes received college baseball scholarship opportunities. For more information please visit www.lead2legacy.org and www.legacyleague.ning.com. To make a donation to L.E.A.D., contact Kelli Stewart at 404-867-4626.

###