

CLEARING THE BASES

with Brett Helmer

Hey Softballers,

Spring is upon us once again and I think you all know what that means, the return of softball with a ton of big tournaments kicking off all over the country.

It is also the chance for those who didn't meet their softball goals in 2010 to start swinging for their goals in 2011 and for those who won championships to maintain their intensity and defend their crowns. This should be an especially exciting year.

One of the main reasons that this season should bring so much excitement is the shuffling of players that took place in the off-season, particularly at the A level. The movement is going to create new rivalries, powerhouse teams and interesting match-ups to watch all throughout the year.

Similar to all of the player movement on the field, the sponsors off the field have also done some rearranging. While some sponsors have merged, others have decided to take the 2011 season off from sponsoring. I will speak for all of us when I say thank you to all of you that sponsor this game! Without your generosity none of this would be possible.

Speaking of sponsors, Easton is stepping up to the plate this season with some new bat offerings that will get your season started on the right track. I'm pumped to announce the launch of the SCN20BW Synergy Trizone. This will be the first signature series bat for Easton's top dog



Brian Wegman! Brian has done a tremendous job representing Easton over the past several years and this is our way of saying thank you for his continuing efforts. Also keep an eye out for a few other new great offerings this spring and fill up your new Easton bat bag!

Brian and I will also be teaming up again this year for the Long Haul Bomber Tour! We will most likely be making our debut in late April. If you have never had a chance to see one of the Bomber shows, check the schedule when it comes out and come and say hey to us and enjoy a little MLB while you're there. There will be

some new faces on the tour this year and some of your old favorites (That Helmer guy) will still be taking hacks as well. Brian and I have our sights set on that manufacturer's cup in 2011 and can't wait for the first event to get here.

Well I hope you all have a great 2011 season and I want to wish a little extra luck to all of our Easton sponsored teams.

See ya at the yard!

Brett

CHATTER

The National Foundation for Cancer Research Joins Softball Teams to "Beat Cancer with a Bat"

Bethesda, Md.: The National Foundation for Cancer Research is teaming up with softball players around the country for a nationwide fundraiser entitled "Beat Cancer with a Bat!" Any softball team, whether high school, college, or community-based, can participate by dedicating proceeds from one or more games to be donated to NFCR.

"There are countless ways you can help fund cancer research, but a great place to start is by utilizing the talents you already possess," said Franklin C. Salisbury Jr., President of NFCR.

"Fundraising programs like 'Beat Cancer with a Bat' allow you to do what you love and help save lives at the same time."

NFCR is providing numerous resources to help participants get started, including an event manual and cancer information materials. The campaign lasts throughout the

end of the year.

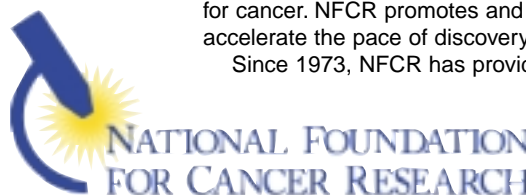
To sign up or get more information visit www.nfcr.org/beatcancerwithabat.

The National Foundation for Cancer Research (NFCR) is a leading charity dedicated to funding cancer research and public education relating to cancer prevention, earlier diagnosis, better treatments and, ultimately, a cure for cancer. NFCR promotes and facilitates collaboration among scientists to accelerate the pace of discovery from bench to bedside.

Since 1973, NFCR has provided over \$275 million in direct support of

discovery-oriented cancer research focused on understanding how and why cells become cancerous, and on public education relating to cancer prevention, detection, and treatment. NFCR scientists are discovering cancer's molecular mysteries and translating these discoveries into therapies that hold the hope for

curing cancer. NFCR is about Research for a Cure; cures for all types of cancer. For more information, please visit www.NFCR.org.



Research for a Cure