



SYDNEY **Blue Sox**

MEDIA RELEASE

SYDNEY SPORTING 'BLUE SOX' IN NEW AUSTRALIAN BASEBALL LEAGUE

Professional baseball is coming home! After a nationwide 'Name Your Team' competition, the Australian Baseball League (ABL) today unveiled names and logos for its six inaugural teams, with the Sydney team to be known as the Sydney Blue Sox. The **Sydney Blue Sox** will be joined by the **Adelaide Bite**, **Brisbane Bandits**, **Canberra Cavalry**, **Melbourne Aces** and **Perth Heat** as the founding clubs of the ABL when the inaugural 40-game season begins in November. The ABL is supported by Major League Baseball (MLB), the Australian Baseball Federation (ABF) and the Australian Sports Commission (ASC). Running from November through to February, the off-season of the Northern Hemisphere baseball season, the ABL will provide an opportunity for Australians competing overseas to demonstrate their talents at home while also attracting premiere prospects from the top pro leagues in the United States, Japan, Korea and elsewhere.

Sydney's club will wear the traditional NSW state colour, blue, and will embrace an old-school baseball name in being christened the Blue Sox. New South Wales is home to some of Australia's most successful players including current Tampa Bay Rays' reliever Grant Balfour, the Seattle Mariners' Ryan Rowland-Smith, the Los Angeles Angels of Anaheim's Rich Thompson and the Detroit Tigers' Brad Thomas.

The Blue Sox will call Blacktown Olympic Park in Sydney's West home. The hallowed Blacktown grounds have played host to some of the world's premiere baseball teams including the United State national team and noted clubs such as Korea's LG Twins and Lotte Giants.

"As baseball continues its substantial growth in Australia, we are eager to welcome a new generation of Sydney Blue Sox supporters at Blacktown Olympic Park, and to make the team a sporting institution in our great city," said Sydney Blue Sox General Manager Eddie Bray. "We are confident that once the community experiences the electrifying atmosphere of Sydney Blue Sox baseball, they will be hooked."

The six teams announced today have a deep pool of Australian talent to pick from with more than 75 Australians playing professionally for MLB affiliated teams, in the top Japanese, Korean and European leagues as well as the North American independent leagues. All told more than 300 Australians have played professionally including 28 for Major League Baseball.

Australia's rich baseball heritage dates back to the first game played between Richmond and Collingwood in 1857. In 2004 Australia brought home Olympic Silver, beating baseball juggernaut Japan.

The establishment of the ABL is the latest success in the long-term partnership between MLB and the ABF. The Major League Baseball Australian Academy Program began in 2001 to provide world-class coaching, training and development opportunities for elite young players and has led to a 40% increase in the number of Australians playing professional and college baseball.

For your chance to "Be Part of it, From the Start of it," and to secure your Sydney Blue Sox foundation membership, or for more information please log onto www.sydneybluesox.com.au

ABOUT THE AUSTRALIAN BASEBALL LEAGUE:

The Australian Baseball League (ABL) is Australia's premiere professional baseball competition, and will commence its inaugural season in November 2010. A landmark partnership between the Australian Baseball Federation, Major League Baseball and the Australian Sports Commission, the ABL will feature a 40-game season and serve to elevate baseball's profile in the Australian sports landscape and fuel participation in the game. The ABL seeks to become the most fan-friendly and accessible sports code in Australia and to showcase, on home soil, enormously talented Australian baseballers, who for decades have excelled on the international stage. For memberships, tickets and information, please visit www.theABL.com.au.

To schedule an interview with a Sydney Blue Sox or ABL representative please contact:

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