



**For Immediate Release: Wed. Jan. 25, 2012**

## **PETERBOROUGH WELCOMES BACK BLUE JAYS**

*Peterborough Baseball Association and Peterborough Community Church Softball League To Benefit As Blue Jays Baseball Is Back In Peterborough*

**PETERBOROUGH:** A group of Peterborough business people are bringing Blue Jays baseball broadcasts back to town. As a result, fans and local baseball organizations will reap the rewards, beginning with a Peterborough fund-raising luncheon on Fri. Feb. 3.

Sam McKnight of McKnight's Fine Flowers and Gifts, and Jason Russelle of Russelle Toyota, funded the start-up costs as local, title co-sponsors, in bringing Blue Jays baseball broadcasts to Peterborough on FM 90.5. The station also broadcasts Petes and Leafs hockey.

***The Peterborough Baseball Association and the Peterborough Community Church Softball League are going to benefit.***

Charter sponsors of the broadcasts are making possible the FM 90.5 Blue Jays Blast-Off Luncheon on Fri. Feb. 3 at St. Anne's Hall at 859 Barnardo Ave.. Proceeds to minor baseball and softball. Free Blue Jays tickets and Blue Jays gear to be won. It's a Professional Activity Day for both school boards; so kids, parents and fans are invited.

***Charter sponsors include...***

Nancy Desjardine of Sutton Group All Pro Real Estate, Lee Perry of Kitchen Cabinet Solutions, Greg Wilson of Freedom 55 Financial and Garnet Capell of Austin Trophies.

***Jays play by play announcer Jerry Howarth is the headline speaker.***

Along with some of the biggest video highlights in Blue Jays history, Jerry will entertain the crowd with a sneak peak at the Jays upcoming season and will share insights from behind the scenes that most fans would love to hear.

When asked about returning to Peterborough, Howarth says "It's terrific. I'm really happy that Blue Jays baseball is back in Peterborough and that people enjoy their quest to get back to the play-offs. Looking forward to seeing my good friend Dave Fisher." Peterborough's Dave Fisher was the Blue Jays' chaplain for 29 years.

***A whole roster of local initiatives will be announced to help grow baseball and softball in Peterborough.*** FM 90.5 has organized a series of raffles and auctions to raise money to assist needy families with their purchases of baseball and softball equipment and league registration fees.

FM 90.5 has arranged for Blue Jays tickets and hotel rooms at the Rogers Centre stadium hotel for the winners. The station has also committed to both leagues, for free promotion of registration, fund-raising events, skills development camps and clinics.

Also being introduced are the first ever Peterborough Baseball/Softball Youth Skills Competitions and the 2012 Players Of The Day Awards celebrating both community citizenship and score sheet accomplishments.

### ***Comments by the PBA and PCCSL***

Peterborough Baseball Association Treasurer Graham Lewis commented “We can sure use it (the fund-raising support) because it takes a lot of money to run this organization. We have over 600 kids playing so it will be helpful to us, and them”. About 1,775 local youth from 5 to 19 years of age play baseball or softball in Peterborough.

Peterborough Community Church Softball League president Kathy Blondeau agreed that baseball and softball are as much about character development as they are about skills development, and welcomes the FM 90.5 Players Of The Day Awards as a means of recognizing youth achievement in Peterborough.

FM 90.5 has made specific commitments to grow local sports participation with various sports leagues through all four seasons. A series of minor hockey initiatives are to be announced on Hockey Day in Canada (Feb. 11), with soccer, lacrosse and other initiatives also to be introduced.

The FM 90.5 Blue Jays Blast-Off buffet luncheon tickets are \$10 per (including HST) and are being sold by advance sale only. Proceeds to minor baseball and softball. People can call FM 90.5's Kathy Farley at 705-874-0905 between 8 am and 4 pm, or by registering online at [www.LetsPlayBall.ca](http://www.LetsPlayBall.ca).

Menu items include baked Penne pasta with meat sauce, pepperoni and Canadian pizza (pepperoni, bacon, mushrooms), salad, cheese toast and garlic bread, appetizers and dessert. Catering is by Justin Airhart of Boston Pizza.

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***For Blue Jays Blast-Off publicity pictures*** showing PCCSL and PBA personnel decked out in Blue Jays gear, go to [www.LetsPlayBall.ca](http://www.LetsPlayBall.ca).

### ***For more information, contact***

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Jason Russelle – General Manager, Russelle Toyota is on vacation. Bob Russelle –

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