



Press Release

September 10, 2009

American Baseball Foundation, Inc. has received a \$5000 grant from The UPS Foundation, the charitable arm of UPS (NYSE: UPS). The grant will be used to implement the ABF's reading/sport enrichment programs for underserved children.. Contact Persons: David Osinski, American Baseball Foundation executive director tel: 205-558-4235, e-mail abf@asmi.org.

Birmingham AL: The ABF Baseball & Academic Skills Instructional Course (BASIC) features the combination of reading and math related to baseball as well as sport skill learning with the aim of having the children experience the joy of reading about people and activities that they enjoy. Program formats are: after-school, in-school and summer. In 2009 kids in Central Alabama and as far away as Brazil have enjoyed emulating their role models in professional baseball.

The ABF uses sports such as baseball/softball, tennis and soccer to entice children, ages 8 to 12, to read sports related books that reflect the positive behavioral characteristics that highly successful athletes exhibit. BASIC children learn how to support their teammates, to never give up during the contest and to value working toward goals, as they experience the joy of reading.

“UPS has proven to be a strong supporter of the ABF BASIC programs as they affect positively the lives of area youth,” noted ABF executive director David Osinski. “The ABF is very fortunate to possess partners such as UPS who are willing to invest in the community even during difficult economic circumstances. The investment will pay off as human dividends improve local communities.”

Established in 1951 and based in Atlanta, Ga., The UPS Foundation identifies specific areas where its backing clearly impacts social issues. In support of this strategic approach, The UPS Foundation has identified the following focus areas for giving: non-profit effectiveness, economic & global literacy, encouraging diversity, community safety and environmental sustainability.

In 2008, The UPS Foundation distributed \$46.9 million worldwide through grants that benefit organizations and programs such as the ABF BASIC program and provide for building stronger communities.

“The UPS Foundation is committed to funding high impact programs that make a meaningful difference in our communities—so we are proud to support the American Baseball Foundation's BASIC program,” said Ken Sternad, president of The UPS Foundation.