

NEWS

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FOR IMMEDIATE RELEASE

Louisville Slugger Belts Homeruns for Veterans Industry Icon Teams with USA Cares to Support the Troops in Afghanistan and Iraq

RADCLIFF, KY USA Cares founder, Command Sergeant Major Roger Stradley, US Army (Retired) stood before the assembled staff of his Military Family Assistance Center and described the appreciation of a growing number of public and private companies for the work they do in aiding the families of those who serve in Iraq and Afghanistan. In particular he singled out Louisville Slugger by saying "They have never failed to come through for our troops. Now they have agreed to pay to ship our Operation Slugger II equipment to specific units in the field and we cannot thank them enough for their unfailing support."

Indeed Louisville Slugger has a rich history dating back to World War I of supporting US Troops in the field. "We believe USA Cares' efforts to support military families is one of the noblest causes we've witnessed in our company's 124 year history," said John Hillerich, president and CEO of Louisville Slugger's parent Hillerich & Bradsby Co. "We are amazed by the fortitude and resiliency of military families left at home while their loved ones are thousands of miles away doing their jobs for those of us lucky enough to call America home. When those families need help USA Cares is there stepping up to the plate and going to bat for them. We hope the sale of these special red, white, and blue USA Cares personalized Louisville Slugger bats will help fund a great deal of support for military families. May God bless them all."

A special Louisville Slugger custom bat is available at www.sluggergifts.com. The bat is a 34" full size adult bat with a red handle and a blue barrel. The Louisville Slugger oval, USA Cares' logo, and engraved text are in white. It can be personalized with two lines of custom text and was created in part with Operation Slugger II, an effort to help our men and women in Afghanistan and Iraq have a little recreation. Hillerich & Bradsby Co. will donate \$10.00 for every bat sold to support the mission of USA Cares in helping military families with quality of life issues and support for the troops.



About Louisville Slugger

Louisville Slugger is a fifth-generation family-owned company, one formed by immigrants privileged to live the American Dream. They created a company in the 1800's that would pass down through their family and become an American icon and the Official Bat of Major League Baseball. Louisville Slugger is humbled and honored to hold the special place it does in baseball and American history. For more information visit www.slugger.com. To order the Red, White and Blue Louisville Slugger/USA Cares Baseball Bat visit www.sluggergifts.com.

About USA Cares

USA Cares is a worldwide non-profit 501 (c)(3) organization serving military service members of all ranks and branches and their families with direction and advice along with grant assistance for quality of life issues caused by military service. Continuing into their sixth year of noteworthy accomplishment, USA Cares has received requests from over 10,000 Service Members and families with millions of dollars in organizational and found resources. In partnership with The Homeowners Preservation Foundation, USA Cares has also saved hundreds of military homes from foreclosure across the Nation. Funding for the organization is provided through the generous contributions of corporations, organizations and

individuals. USA Cares continues to operate at a 90 percent ratio of contributed mission dollars. For more information on USA Cares contact jrevell@usacares.org and visit www.usacares.org.

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