

WINTER 2004-05

# COMMUNITY BULL-ETIN

AN ANNUAL COMMUNITY REPORT FROM THE DURHAM BULLS BASEBALL CLUB, INC  
Triple-A Affiliate of the Tampa Bay Devil Rays • A Division of Capitol Broadcasting Co.  
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## Light Up Durham

The Durham Bulls are proud to support Light Up Durham and the annual holiday parade held each December in downtown Durham. In 2004 the relationship expanded as the Durham Bulls Athletic Park hosted the city's annual Independence Day Fireworks show on July 4th. Over 9,000 people piled into the stadium for an unforgettable evening that included a pre-show concert, a fitness session from Duke University Health System, and a special message from United States troops in combat overseas.

In 2004 for the first time, the annual holiday parade began at the corner of Blackwell St. and Jackie Robinson Way,

outside the main gates to the Durham Bulls Athletic Park and the newly renovated American Tobacco complex. The Bulls hosted the VIP

reception on their third base party deck providing Light Up Durham supporters an elevated view of the parade and festivities.



Light Up Durham's mission is to provide safe, artistically rich, and inclusive celebrations for the entire community to enjoy. Their various events give performance opportunities to area youth and local artists, provide educational opportunities throughout the year (K-12) and provide college scholarship support to deserving students. This year the nine-year old organization was selected as one of the Southeast's TOP 20 Events according to the Southeast Tourism Society.

## Bulls Tsunami Relief Effort Raises \$4,000

The Bulls felt compelled to join the Tsunami relief effort, but how could the team raise money in the off-season? The Bulls decided to donate the proceeds from a day's worth of business in the box office to the American Red Cross.

To make sure the phones were ringing with ticket orders, the team received promotional help from Fox 50-WRAZ TV, Mix 101.5 and The Herald-Sun.

Between 9am and 5pm on Wednesday, January 26th, over 600 tickets were sold for the upcoming

2005 season.

"It was a gratifying, rewarding day," said Durham Bulls General Manager Mike Birling. "As expected, the hearts of our fans continue to be with the survivors of this horrible disaster." The Bulls donated \$3,978. to the American Red Cross International Response for Tsunami Disaster Relief.

In December, a tidal wave created by the most severe earthquake in four decades ripped apart the lives of millions of people living along the Indian Ocean.

## Education Day with the Bulls

Education is a staple of the Durham Bulls community involvement. In 2004 a record crowd came to the 3rd Annual Time Warner Cable Education Day at the Durham Bulls Athletic Park.

On April 19th, students from all over central North Carolina loaded onto buses to head to the ballpark

as the Bulls played at a special time of 11:00 am. Beginning at 9:30 am, students visited education exhibits featuring livestock from North Carolina State University's Ag Club, art stations set up by The Scrap



Exchange, and a lesson in weather from WRAL-TV's Greg Fishel. Prior to the first pitch, players came out

to the field and answered questions from students.

Prior to the event, teachers were sent an Education Day Curriculum, a 25-page guide based on the North Carolina Standard Course of Study in

the areas of English, Mathematics, Science, and History with tie-ins to the game of baseball. Teachers created baseball-themed lesson plans using the curriculum guide.

## Field of Screams

Some spooky new tenants moved into the Durham Bulls Athletic Park during October as the Durham Jaycees and a cadre of witches, ghosts and goblins built a haunted house to raise money for local charities.

More than 3000 people enjoyed the Haunted House contributing almost \$13,000. The Jaycees used this money to honor 30 local charities with grants and a Holiday Banquet.

"The haunted house is an outstanding event. It's a lot of fun for the people who come through and for the Jaycees who work to make it happen," said Sara Brown, president of the Durham Jaycees. "We are honored to



provide an opportunity for safe fun and to help local charities."

The Durham Jaycees' Haunted House is an annual event in Durham that has been entertaining and frightening people of all ages for 32 years. The Jaycees is an organization of young professionals between the ages of 21 and 40 dedicated to leadership development through community service in Durham since 1938. Locally the group organizes various fundraising events to support the community with its largest event being the annual Durham Jaycees Haunted House.



*For a third year Bulls players and front office staff spent time visiting children at the North Carolina Children's Hospital and Duke Children's Hospital.*



### Prevent Child Abuse NC

Prevent Child Abuse North Carolina reveled in a great evening of baseball while raising money for the organization. The Night Out with the Bulls event generated over \$2,300 for the only statewide organization dedicated to the prevention of child abuse. The funds helped provide community awareness and education, training to professionals across the state, and advocacy for issues affecting families and children.

### Bring a Kid to a Game

This season the Bulls gave area businesses a chance to give back to the community by purchasing tickets for underprivileged youth in the Triangle Area. Groups from the John Avery Boys and Girls Club, the Boys and Girls Club of Raleigh, Arc of Wake County, Urban Ministries, and the Durham Police Department enjoyed a game compliments of local businesses such as Bayer CropScience and Utility Employees Credit Union.

## Nothing Little About Little League

The Durham Bulls Youth Athletic League opened two Major League caliber Little League baseball fields that 500 boys and girls from one of Durham's most impoverished communities now call home. On Saturday, May 1st at 10:00 am, the Field of Dreams was unveiled. Youngsters who played on dusty, rock-hewn fields for the past 10 years got to play ball on fields that rival any of the top Little League facilities in the country.

The project's roots were planted in 2000 when Adam Grossman and Jared Weinstein, then Duke University sophomores, began working with the League as part of a community service assignment. They turned a classroom project into a personal mission. After two years of persistence and countless hours spent in their grant writing pursuit of funding for the League, they secured two grants totaling more than \$145,000 from the Baseball Tomorrow Fund, the joint initiative between Major League Baseball and the Major League Baseball Players Association.

The fields boast some of the finest groundskeeping in Little League. Located near the intersection of Liberty Street and Hyde Park Avenue, the new fields are equipped with dugouts, bleachers, scoreboards, and lights for night games. To Durham Bulls Youth Athletic League players, the opportunity to call two beautifully manicured neighborhood baseball fields "home" was a dream come true.

Other contributions came from the Durham Bulls parent company, Capitol Broadcasting; a challenge grant from the Grossman and Weinstein families; a contribution from the Tampa Bay Devil Rays, and a commitment from Blue Cross Blue Shield of North Carolina. In addition to cash and in-kind donations, Capitol Broadcasting Company gained the support of Bovis Construction, the contractor building the company's American Tobacco project in the heart of Durham. Bovis and other contractors working on the American Tobacco campus donated valuable in-kind services including an irrigation and drainage system, electrical equipment, plus dugout and bleacher construction.



## • ALS •

The Bulls continue to be a major supporter of the Jim "Catfish" Hunter-Carolinas Chapter of the Amyotrophic Lateral Sclerosis (ALS) Association. ALS, known as "Lou Gehrig's disease", is a progressive neurodegenerative disease that attacks nerve cells in the brain and the spinal cord. The Bulls sponsored the annual Field of Dreams Gala and exhibited the World's Largest Triple-A Jersey at a ballgame. New in 2004, the Bulls partnered with the Continental Crusade to stage a jersey auction recognizing the rich history of minor league baseball in Raleigh and Durham.



On Saturday, June 5th, the Bulls went retro as the team sported replica jerseys of the Raleigh-Durham Phillies, the Triangle's minor league team in 1969 that featured two prominent major league players (Bob Boone and Greg Luzinski) and won the Carolina League Championship. Fans bid on the jerseys throughout the game with all proceeds benefiting the Continental Crusade, a cross-country cycling event designed to raise awareness and fund research for ALS. Founder and Executive Director Jason Oberholtzer made the journey from Wilmington, NC to Los Angeles, CA in 53 days.



**Wool E. Bull made 150 appearances at community events in 2004.**

## Explorer Post 50

The young men and women of Explorer Post 50 had another terrific season in 2004. Explorer Post 50 is a career-building program sponsored by the Boy Scouts of America, Fox 50 television and the Durham Bulls. The teenage crew of the post is responsible for producing, directing, and camera operation at all Durham Bulls home games. This past season more than 50 of those games were carried on Fox 50-WRAZ-DT.

For the second consecutive season, Explorer Post 50 was proud to produce and broadcast all eight USA Baseball games played at the Durham Bulls Athletic Park. The games aired on Comcast Sports Southeast (CSS) and the College Sports Network. For their efforts, the post received a donation from USA Baseball to the Explorer Post scholarship fund.

Also, the Post 50 team produced an out-of-market broadcast when the Bulls took on the Toledo MudHens in August. The group of volunteer teenagers performed skillfully, providing a professional quality broadcast for the Toledo fans. The Bulls won the game, 7-2, en route to their seventh playoff appearance in eight seasons.

Every member of Explorer Post 50 is either in high school or a college freshman. Like all career building explorer units, Explorer Post 50 provides teens, ages 14-20, with an opportunity to explore professional aspirations at an early age. The knowledge and experience this crew receives is unmatched.

### Explorer Post 50 Mission Statement:

*Explorer Post 50 is committed to making a positive difference in the lives of youth by providing personal growth through education, hands-on training, and career development opportunities within the communication industry. Capitol Broadcasting Company is dedicated to assisting members of Post 50 in achieving their potential, increasing their self-confidence, and developing interpersonal communication skills, while becoming socially responsible and caring community leaders.*



### **Wool E. Bull's Toy Drive**

Fans joined in the celebration of Wool E. Bull's Birthday with free tickets to his party at the Bulls game against the Buffalo Bisons on Sunday, July 11th, if they donated a toy to Duke Children's Hospital. Over the past four seasons Wool E. Bull's toy drive has collected over 700 new toys for the children.



**Big Brothers/Big Sisters of Durham and Orange Counties held their annual awards presentation at a Durham Bulls game this season.**

### **Friends of Seniors Food Drive**

Mix 101.5 WRAL-FM and the Durham Bulls send out a big thank you to everyone who participated in the 4th Annual Holiday Food Drive benefiting the Friends of Triangle Seniors and Food Assistance. Fans that brought in ten cans of food to the Ballpark Corner Store received 30% off all apparel and most collectible items.

The mission of Friends of Triangle Seniors is to help senior citizens in the Triangle (Orange, Durham, and Wake Counties in North Carolina) with a variety of tasks they are physically unable to perform. The Triangle Food Assistance Program distributes perishable, surplus food on a daily basis to service organizations and people in need.



## Negro League Night

One of the best attended games of each season is the Bulls' annual celebration of the Negro Leagues. During the middle of the 20th century, the Triangle was host to several barnstorming teams including the Durham Rams, Eagles, and Black Sox.



The day kicked off with children from the Raleigh-Wake, Durham, and Burlington-Graham chapters of Jack & Jill of America, Inc. getting to visit with 30 former Negro League era players. The gates to the ballpark opened early for a special presentation of "Only the Ball was White", a 30-minute documentary on the history of the black baseball leagues featuring rare interviews with Satchel Paige, Roy Campanella, and other stars of the Negro Leagues. After the film all the attending Negro League players were introduced on the field in a pre-game ceremony. On the field the Bulls and visiting Charlotte Knights wore authentic replica jerseys from the Negro Major Leagues.

## Valentine's Day "Show Some Heart"



Baseball is typically associated with Memorial Day, the Fourth of July, and Labor Day, but the Bulls made a heartfelt connection with Valentine's Day in 2004. In cooperation with The Herald-Sun, Mix 101.5 FM, Fox

50 and Baseball America, the Bulls sold Wool E. Bull Valentine's Day cards complete with two tickets to Opening Day and the 2004 Baseball America Great Parks Calendar. The package sold for only \$12 with proceeds benefiting the American Heart Association of North Carolina.

## \$184,000 Raised by Concession Stand Workers

Centerplate, the company that manages the Bulls food service, staffed concession stands during the 2004 season with these volunteer organizations. The groups were paid a percentage of their nightly sales to fund their community projects.

Support Our Schools (S.O.S.) . . . . .	\$ 36,556.46	Kappas of Durham . . . . .	\$ 2,113.75
NC District East Civitans . . . . .	\$ 23,580.98	Walltown Neighborhood Ministries . . . . .	\$ 2,003.87
Athens Drive H.S. Band Boosters . . . . .	\$ 22,687.93	Bull City Lions Youth Association . . . . .	\$ 1,608.46
Southern Chorus & Arts Program . . . . .	\$ 15,674.12	Read Seed, Inc. . . . .	\$ 1,573.16
Exchange Club of Greater . . . . .	\$ 15,318.99	Tri County Panthers . . . . .	\$ 1,275.79
Leesville Road HSPAB . . . . .	\$ 13,335.86	Asbury Temple UMC . . . . .	\$ 1,068.54
Black Pearl Social Club . . . . .	\$ 7,425.55	Chapel Hill / Carrboro Jaycees . . . . .	\$ 1,020.11
James E. Shepherd Sertoma Club . . . . .	\$ 6,641.62	The Mekye Center . . . . .	\$ 899.31
Progressive Sertoma Club . . . . .	\$ 6,291.69	Girl Scout Troop 966 . . . . .	\$ 605.86
S&B Group . . . . .	\$ 5,649.36	Sertoma Club of Raleigh . . . . .	\$ 466.41
Durham Jaycees . . . . .	\$ 5,297.12	NCCU Sound Machine Boosters . . . . .	\$ 357.69
Southern H.S. Band Boosters . . . . .	\$ 4,260.98	South Granville High School . . . . .	\$ 335.34
AKA-Durham Chapter . . . . .	\$ 3,257.54	West End Community Center . . . . .	\$ 244.11
Neal Middle School . . . . .	\$ 2,707.83	Carolina Wildcats U14 Black Team . . . . .	\$ 141.99
Meridian Sertoma CB-Chapel Hill . . . . .	\$ 2,231.63		

**TOTAL RAISED . . . . . \$184,632.05**

## Community Events Sponsored by the Bulls & Capitol Broadcasting



## 2004 Bulls Gift & Ticket Donations

ALS Association of North Carolina	Kingswood Elementary
Alzheimer's Association	Kiwanis Club of Apex
American Cancer Society	Leadership Triangle
Apex Elementary Family Fun Festival	Leadmine Elementary School
Barry Sanders Memorial Tournament for Leukemia Research	Learning Together
Briarcliff Elementary PTA	Lineberger Comprehensive Cancer Center at UNC
Brooks Museum Magnet Elem	Make a Wish of Eastern NC
Bull City Classic	Mangum Elementary Spring Carnival
Camp Oak Hill & Retreat Center	March of Dimes
Cancer Patient Support at Duke Hospitals	MBA Games
Cardinal Club Casino Night	Middle Creek Elementary
Cardinal Gibbons Catholic HS	Millbrook Baptist Kindergarten
Cary Chamber of Commerce	Montessori School of Raleigh
Cary Christian School	National Association of Women in Construction
Cary High School Band	NC Jaycee Burn Center
Cathedral School	NC State 4H Clover Classic
Chapel Hill Daycare	Neal Middle School
Chapel Hill High Band	New Hope Elementary School PTSA
Chapel Hill Kiwanis	Olive Chapel Elementary PTA
Chapel Hill Service League	Operation Child Safety
Chatham Parks Foundation	Orange County Rape Crisis Center
Children First	Oxford Orphanage Alumni Association
Children's Miracle Network	Piedmont Baseball Historical Society
Christ Episcopal Church Golf Tournament	Prevent Blindness NC
City of Medicine Road Race	Primrose School for RMH Fundraiser
Cleveland Elementary	Raleigh Charter High School
Coastal Women's Shelter	Raleigh School for Children
Council for Senior Citizens	Relay for Life of Cary, Apex, and Morrisville
Duke Pediatric Eye Care Center	Relay for Life of Holly Springs & Fuquay Varina
Duke GI Oncology Unit	Relay for Life of Oxford, NC
Duke Hospice	Rougemont Ruritans
Dupont Electronics United Way Campaign	Shamrock 'N Run 5K for Child Abuse Prevention
Durham Academy	Special Olympics of NC
Durham Academy and Morehead Manor	St. Andrew's Early Childhood Center
Durham Careers in Construction	St. Raphael Catholic School Casino Night
Durham Central Park	St. Stephens Episcopal Preschool
Durham Exchange	State Employees Combined Campaign
Durham Public Schools	Stories Creek Elementary School PTA
Durham Public Schools Project Graduation	Summitt House Auction
Durham Public Schools Retirement Banquet	Sunrise @ Horizons
Easter Seals UCP North Carolina	The Arc of Durham County
Exploris Middle School	The Arc of Orange County
Family Preschool	The Arc of Wake County
Fargo-Moorhead RedHawks	Triangle Area Assistance League
Farmington Woods Elementary School	Triangle Day School
FPG Elementary	Trinity School of Durham and Chapel Hill
Fred Olds Elementary PTA	Trosa
Fuquay Varina Chamber of Commerce	United Methodist Retirement Homes Benevolent Care
Fuquay Varina Relay for Life	UNC Platelet Drive
Green Hope High School Band	Upper Room Christian Academy & Preschool
Green Year Round Elementary	Victory Junction Gang Camp
Grove Park Chapel Preschool	Volunteer Center of Durham
Hearts and Paws Pet Rescue and Adoption	Volunteers for Youth
Hope Valley Community Church	Wake Enterprizes for Disabilities
Immaculata Catholic School	Wake Forest Chamber of Commerce
Junior Diabetes Research Foundation	West Lake Elementary
Junior League of Raleigh	Women in Business Conference
Junior League of Raleigh Shopping Spree	
Kid's Computer Conference	