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MYRTLE BEACH BIRDS BRIGHTEN AREA CHRISTMAS

Santa and the Pelicans home run dog visited the ballpark pro shop this holiday season, giving area children a chance to pet Dinger and drop off their wish lists. Not only did the kids have the opportunity to sit on the jolly elf's lap, but also could get their pictures taken and play with the home run dog.

Pelican staffers played Santa in a different way as well this year for a local family. Aided by the Salvation Army, the front office personnel joined together to make the season bright for one mother and her three children. This family was facing a bleak holiday due to family illness but thanks to the generosity of employees, the children got a surprise visit from Santa. Clothes, dolls and remote control cars ended up under their tree, ensuring a happy Christmas morning. It was such a success that employees want to participate every year.

Lastly, the Pelican pro shop was the toy drop off spot for SOS Caring for Kids. Gaily wrapped boxes adorned the tree until mid December. Thanks to the big hearts of fans and employees alike, bikes, games and toys were delivered to the local Caring for Kids office in time for the big day.

PELICANS PRO AM SCORES BIG!

The first annual **Pelican Pro Am** golf tournament was a smashing success, with over 140 golfers taking to the links to support the Youth Diamond Fund. On June 21st, 22 foursomes played in a Captain's Choice scramble tournament at Myrtle Wood Golf Club. Each foursome was rounded out with a



sports celebrity. Pelican players and coaches, local sportscasters and even Coach David Bennett of the CCU Chanticleer Football team took the afternoon off to help

the Youth Diamond Fund. Budweiser and ADT joined to co-sponsor the event. Competition was heated but all in good fun. Over \$4,800 was raised that day so that local children will have the chance to play baseball. The 2005 Pelican Pro Am is slated for Monday, June 20th.



PELICANS HOST SPECIAL DAY FOR THEIR SMALLEST FANS

The second annual "Educational Kids Day" at Coastal Federal Field was a huge success, in spite of blistering hot temperatures. The event featured displays by local fire, EMT and police departments. Joining in the fun were other "hands on" stations, hosted by area attractions such as Alligator Adventure, Ripley's Aquarium and Home Depot. It was



a priceless opportunity for little fans to explore Coastal Federal Field in a kid-friendly environment. More than

1,000 students from Horry County schools enjoyed the special day, which is now an annual event at the ballpark. The date for 2005 has been set for Wednesday, May 25th with an 11:05 game start.



SPECIAL TREATS FOR SPECIAL KIDS

Christmas is not the only holiday for giving. The team was also fortunate to be invited as a participant in the 2004 Halloween "Treats for Special Kids". Hosted at the Medieval Times Theater, the



event was the chance for special education children to celebrate Halloween in a barrier-free and non-threatening atmosphere.

More than 600 school age children from the local school district traveled to the theater for the morning of fun. The Pelicans joined area attractions and businesses that



set up a table to hand out treats. The children, many in costumes or hand painted Halloween t-shirts, made their way around the arena to fill their bags with goodies.

Splash was on hand to greet young trick or treaters, and a party was held in the main lobby with face painting, snacks and games.

DINGER'S HOMERUN READING CLUB



Dinger's Home Run Reading Club scored another winning year with local school children in Horry County. All 23 elementary schools participated in this popular program with kindergarten through fifth grade level children reading to win prizes. The children have a chance to win prizes at four

levels – Singles, Doubles, Triples and Home Runs. Over 6,500 prizes were awarded to area children, ranging from Wendy's Kid Meal coupons, free ice cream, tickets to Pelicans games and baseball caps.

Six Pelican staffers joined the effort by volunteering 16 weeks at local schools, reading to children in the classroom environment. Wendy's and Coastal Federal Bank acted as co-sponsors for the reading club, as well as frequent participation by



local law enforcement officers. This countywide project reached almost 16,000 elementary school children, and remains a positive effort in the community.

EVERY DAY IN EVERY WAY

Fundraising and community involvement are far from a "once in a while" commitment with the Myrtle Beach Pelicans. The team works in many areas on a daily basis, with a firm dedication to being a contributing member of the local community.

The Pelicans assist local schools, charities and special events year round with fundraisers. From tickets

to autographed balls, the team is always willing to help a worthy cause raise money. Some of the organizations helped in 2004 include the American Heart Association, the American Cancer Society, Leukemia & Lymphoma Society, Council on Aging and many more.

In addition to donations, the team is quick to schedule a visit by a player,

team mascot or Dinger the home run dog for school festivals, community fundraisers and parades. Not only does it show a commitment to the area, but also warms the hearts of fans young and old to see Splash greeting fans and signing autographs or a chance to give the home run dog a pat on the head.

PELICANS OFFER UNIQUE EVENTS FOR FANS

PELICANS LIGHT UP THE JULY SKY

With a grand show of patriotism, the Pelicans helped locals and visitors alike celebrate Independence Day in a unique way. Not only did fans get treated to great baseball action, but they also enjoyed a post game symphony and fireworks display in the first annual Pops In The Park.

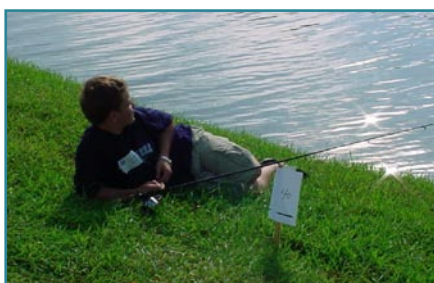
Sponsored by Horry Telephone Cooperative, The Sun News and WBTW TV 13, the evening started off with a baseball game between the Pelicans and the Frederick Keys (Baltimore Orioles affiliate). Directly following the action on the field, the Long Bay Symphony performed while those in attendance enjoyed a fireworks spectacular. Pyrotechnic wizardry lit up the July sky as the symphony played patriotic, classical and popular tunes.



Far from being a staid, conventional team, the Pelicans continue to come up with new and exciting events to thrill their fans. The 2004 season was no exception. Before a summer baseball game, the “**Play Catch**” Tournament offered a chance for the youngest Pelican faithful to enjoy a relaxing day of fishing on the banks of “Pelican



Young Pelican fans lined the banks of Pelican Pond to toss their line in the Play Catch Fishing Tournament.



A young Pelican relaxes near Pelican Pond during the Play Catch Fishing Tournament.

Pond”. Bass Pro Outdoor joined ranks with the team to stock the pond nestled between the parking lots at the ballpark. Teeming with large bream, catfish, sunfish and bass, the idyllic location gave young anglers a chance to enjoy the sunshine and try their luck at hauling in a big one. Volunteers from the South Carolina Bass Federation and the Roadrunner Bass Club were on hand to teach casting techniques and cheer on the youngsters. Prizes were awarded for the total weight of fish each child caught and everyone caught at least one fish. The tournament was free of charge and the participants also reeled in a free game ticket to the Pelican match up that night.

Children were not the only ones who enjoyed a special day in the sun. The Pelicans, joined by Her Body

& Soul and WPDE TV 15, hosted the first ever **Women’s Baseball Camp**. Never before done in minor league baseball, the camp allowed female fans a chance for a behind the scenes look at the sport. Not only did the ladies tour the clubhouse and meet coaches and players, they got some hands on instruction in pitching, fielding and hitting. Attendees arranged from age 18 to 80, and all



Lady Pelican fans got a behind the scenes look and some hands on instruction.

showed a love and knowledge of baseball that surprised and impressed the coaches and players.

Both days were such a success that they have been scheduled as part of the 2005 season as well. The fishing tournament will be held on Saturday morning, June 18th and the women’s camp is slated for April 30th.





SEASON OF GENEROSITY PAYS OFF IN BIG CHECK

All year long, the Pelicans partner with corporate sponsors to make a difference for charity. The effort paid off, as over \$18,000 was presented to local organizations at Big Check Night at the end of the 2004 season.

The team joined **Coastal Federal Bank** and the DARE program in two programs. For every home victory, the bank donated \$50 to the DARE Program, totally nearly \$2,000. They raised an additional \$7,000 in their Pennies from Heaven fundraiser for the same charity.



The local Boys & Girls Clubs were awarded \$2,000 from **Time Warner**, resulting in their \$20 donation for every double play that the Pelicans turned during the 2004 season. **Sonic Drive-Ins** also got involved by giving \$10 for each Pelican home run to "A Cure in our Lifetime". This local organization that helps one breast cancer survivor each year received a check for \$140 from Sonic.

Last but not least, **Golf Dimensions** partnered with the Birds to help raise money for the Miracle League. For each double play that the Pelicans turned in the regular season, Golf Dimensions donated \$50 to the Grand Strand Miracle League for a total of \$2,200 for 44 double plays.



OVATIONS CONTRIBUTES TO COMUNITY

Ovations, the food concessionaire for the ballpark, also showed it has a heart by giving back to the community. Not only did the food vendor contribute \$83,771 to its program that allows non-profit organizations to man concession stands, but also hosted several charitable events. Some of the programs and organizations benefiting from the non-profit opportunity at Coastal Federal Field were:

- Ocean Strand Soccer Club
- Coastal Soccer Club
- Pawleys Island Masonic Lodge
- Boy Scouts of America
- High School Cheerleader Squads
- Local High School Booster Clubs
- Civitans
- Local Masonic Lodges
- Habitat for Humanity



HOW TO REQUEST A DONATION FROM THE PELICANS

Requesting a donation from the Pelicans is as easy as filling out a form. The form can be found on the website at: <http://myrtlebeachpelicans.com/community/donations.html>. The information can then be mailed to: 1251 21st Avenue North, Myrtle Beach, SC 29577 or faxed to (843) 918-6001.



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