



# COMMUNITY BULL-ETIN

AN ANNUAL 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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## Who are the Champions of your neighborhood?

Champions are easily recognized in the sports world for their work on the field, but in 2005, Bank of America and the Durham Bulls teamed with Durham community leaders to find the Triangle's "Neighborhood Champions."

Bank of America "Neighborhood Champions" is a locally-driven recognition program that offers a way for community members from around the country to honor their teachers, police officers, firefighters and healthcare professionals by nominating them as "Neighborhood Champions." One Neighborhood Champion representing the Durham Bulls was selected for each of the four professional categories for demonstrating exceptional community dedication above and beyond the call of duty.

For four consecutive home games, Bank of America and the Durham Bulls celebrated each Neighborhood Champions honoree individually with pre-game ceremonies. On July 3, all four Neighborhood Champion honorees were recognized together on Bank of America Day at the Durham Bulls Athletic Park. Sanj Topiwala, representative of Bank of America Mortgage, presented a gift bag, courtesy of the Bank of America and the Durham Bulls, to each Neighborhood Champion.

The 2005 winners were Eric Hester of the Durham Police Department, Denise Hobbs from the Durham Public Schools' Hospital School, City of Durham Assistant Fire Marshall Edward Reid and Lincoln Community Health Center Executive Director Dr. Evelyn Schmidt.

## Bulls Lend a Hand in Disaster Relief Efforts

In a period of unprecedented disasters both home and abroad, the Durham Bulls stepped to the plate with disaster relief efforts to aid victims of Hurricane

Katrina and the Asian Tsunami. Several thousand dollars were raised through ticket sales with proceeds going to the **American Red Cross** for the purpose of disaster relief

On January 26th, 2005, the Bulls sold individual game tickets with all proceeds from the day going to help with tsunami disaster relief. One month earlier, a tidal wave created by the largest earthquake in



four decades ripped apart the lives of millions of people living along the coasts of the Indian Ocean.

Seven months later, the Bulls orchestrated

their second relief effort of the season. Less than 24 hours before Hurricane Katrina struck the Gulf Coast States, the team announced for every ticket sold for the Bulls 1:00 p.m. season finale on August 29th, half of all ticket proceeds would be donated to the disaster relief. The team also donated their remaining supplies of ConAgra food products to the relief effort. The efforts combined to raise almost \$6,000.

## Wool E. Bull and the Team benefit Duke Children's Hospital

For several years Wool E. Bull's birthday party has provided hundreds of toys for the kids at **Duke Children's Hospital** while players and coaches made monthly visits to the youngsters during the season. In 2005, the Bulls front office pitched in by pitching out. The junk, that is.

On Saturday, March 5th, the Durham Bulls held a garage sale on the main concourse of the Durham Bulls Athletic Park. Hundreds of people gathered outside the main gates of the ballpark for a chance to purchase a piece of Bulls' history. Though the day saw periods of rain and cold, the crowd remained undeterred as fans purchased arm loads of items ranging



from old ballpark signage to promotional t-shirts.

The team sold enough memorabilia and promotional items to generate \$2,000 with Duke Children's Hospital as the main beneficiary.

# Bulls "Wonderdog" named Ambassador for APS

Lucky the Wonder Dog was feeling a little left out of the Bulls' community efforts until this year when the **Animal Protection Society of Durham** came looking for some help. Lucky was more than willing to lend a hand...er...paw!



**"Lucky"**

On May 12th, Lucky was named the Ambassador of Responsible Pet Ownership by the APS of Durham. Lucky, whose weekend performances at the Durham Bulls Athletic Park are a regular attraction at Durham Bulls games, is now the face of the Society's initiative to encourage responsible pet ownership

throughout Durham and the Triangle. The announcement was made official at the Durham Bulls game that evening when the Bulls hosted Skyy Dogs USA and Rockin' Ray, a traveling entertainment act featuring several rescued dogs performing stunts on the field. Lucky made his first official appearance for the Durham APS on Saturday, May 21st at the annual Walk for the Animals at Wallace Wade Stadium on the campus of Duke University. His other duties include a regular story in the APS

newsletter, in educational materials that go into schools and organizations, and in other community outreach programs.

The APS of Durham is a nonprofit organization, established in 1970, dedicated to protecting and providing shelter for all animals. APS educates the public about the humane care and treatment of animals, promotes spay/neuter and encourages the adoption of homeless animals.



**Skyy Dogs USA  
& Rockin' Ray**

## CBC & the Bulls paint a pretty picture for the Arts

This season the Bulls introduced the Art of Baseball Calendar project in **Durham Public Schools**. During the spring semester of the 2005 school year, art teachers and their students worked to create artwork



pertaining to the Bulls or baseball to be featured in a 2006 calendar produced by the Bulls and Prudential Carolinas Realty. Over 700 pictures were submitted for consideration, with pictures selected from each of the participating schools.

The calendars were donated to the **Durham Public Education Network** (DPEN) to use as a fundraiser for the Durham Public Schools. The fundraising potential of this project could produce over \$20,000, but this was only the beginning of the team's efforts with Durham's art programs.

On August 20th, the **Durham Arts Council** (DAC) received a "giant" \$50,000 check from Capitol Broadcasting Company, the Bulls parent company, at

the Durham Bulls baseball game. The on-field ceremony recognized Capitol's second \$50,000 grant to the DAC as part of a three-year \$150,000 challenge grant.

The DAC has successfully raised \$100,000 in new revenues which triggered Capitol's most recent contribution. The arts organization is well on its way to raising an additional \$100,000 which will prompt Capitol's final \$50,000 gift.

Last year, DAC grant programs supported more than 60 arts organizations and artists in the community providing them with cash grants and facility space grants valued at more than \$400,000.00. DAC also showcased the work of more than 180 outstanding regional visual artists through its year round gallery exhibition program and through its 30th annual Centerfest arts festival, the longest running street arts festival in North Carolina.

## Bulls rock like Hurricanes

Fans attending the Bulls game on August 26th were treated to a special Carolina Hurricanes re-launch party that had the players seeing red. Hurricanes red, that is.

As part of the festivities, the Bulls took the field in hurricane red themed jerseys with black sleeves and both the Bulls and Hurricanes logos on the jerseys. Fans had the opportunity to bid on the jerseys throughout the game in a silent auction benefiting the **Durham Bulls Youth Athletic League** (DBYAL).

Along with the Bulls' two memorabilia auctions, the Bulls generated over \$6,000 for the DBYAL. The Durham Bulls Youth Athletic League was created in 1994 to bring organized baseball to Durham's inner city youth free of charge. Since its inception, thousands of children who would otherwise not be able to play organized baseball have participated in the program.



**Wool E. Bull made 140 appearances in the Triangle community in 2005.**

## Local Businesses take kids to the ballgame

Once again 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.

# ConAgra Foods and the Bulls score big to feed children

Every time the Bulls lit up the scoreboard this season, they brightened the life of a hungry child.

As part of ConAgra Foods' sponsorship of Minor League Baseball, the Charlotte Knights, Durham Bulls and Nashville Sounds participated in the inaugural ConAgra Foods Feeding Children Better Challenge. For every run the three teams scored this season, ConAgra Foods made a \$15-cash donation to **America's Second Harvest** - The Nation's Food Bank Network. This donation provided a meal for 15 hungry children (\$1 = one meal). With 773 runs scored this season, the Bulls achieved the maximum donation of \$10,000 for the network.

ConAgra Foods is the national sponsor of Kids Cafe, a kids-only after-school program run by America's Second Harvest that provides free, nutritious food to hungry children in safe and nurturing environments. Through the ConAgra Foods Feeding Children Better program, the largest corporate initiative dedicated solely to attacking child hunger, ConAgra Foods opens new Kids Cafes across the country and provides funds to strengthen and grow



existing Kids Cafes. To date it has funded more than 200 sites in 34 states and Washington, D.C.

"ConAgra Foods is committed to fighting child hunger in this country, and by teaming with Minor League Baseball,

we hope to provide thousands of additional meals to hungry children in Charlotte, Durham, Nashville and other great baseball towns," said Anita Wheeler, president, ConAgra Foods Feeding Children Better Foundation. "We are proud to support America's pastime through a program that helps children get the nourishment they need."

The Feeding Children Better Challenge is part of a regional summer sponsorship of Minor League Baseball by ConAgra Foods this season. ConAgra Foods brands sponsoring the Bulls, Knights and Sounds include Banquet®, Chef Boyardee®, Hebrew National®, Gulden's®, Hunt's®, Peter Pan®, and Van Camp's®, and was featured in signage and promotions in each park throughout the season.

## Explorer Post 50 goes global

Another season, another new achievement for the young men and women of Explorer Post 50. A career-building program sponsored by the **Boy Scouts of America**, Fox 50 Television and the Durham Bulls, the Post 50 team got to broadcast their work on a regional cable network and do live webcasts on [www.durhambulls.com](http://www.durhambulls.com).

Carolinas Sports Entertainment Television (C-SET) picked the Explorer Post 50 team to cover the first live minor league baseball game on the the regional sports programming network, a contest between the Bulls and Norfolk Tides. All told, they did two live games along with several tape-delayed games on C-SET during the 2005 season.

Explorer Post 50 was also tapped to do a handful of "Minor League Games of the Week" on [minorleaguebaseball.com](http://minorleaguebaseball.com) as part of Baseball Advanced Media's initiative to bring national interest to the locally-marketed sport. Following the all-star break, all of the Bulls' home games were webcast live on [durhambulls.com](http://durhambulls.com).

The teenage crew of the post is responsible for producing, directing, and camera operation of all Durham Bulls home games. More than 50 games per season are carried on Fox 50/WRAZ-DT. For the third consecutive season, Explorer Post 50 produced and broadcast all six USA Baseball games played at the Durham Bulls Athletic Park. All 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.

Every member of Explorer Post 50 is either in high school or is 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.



# Special Olympics dial up a deal with the Bulls

This past year, the Bulls began a partnership with the **Special Olympics of North Carolina**. During the 2005 season, the Bulls box office served as a drop-off point for fans to donate their used cell phones as part of their national program to turn "Old into Gold."

For each used cell phone donated, Special Olympics North Carolina receives between \$1 and \$100. For every three recycled phones, one Special Olympics athlete will be able to train and compete in his or her sport for one season. Each year 130 million cell phones are discarded by American consumers, according to Inform, Inc. These phones are often thrown out with the trash, polluting our landfills with toxic electronics. Now consumers can help protect mother earth and the Special Olympics movement at the same time.

## Holiday Food Drive marks 5th season at DBAP

Mix 101.5 WRAL-FM and the Durham Bulls hosted the 5th Annual Holiday Food Drive benefiting the **Friends of Triangle Seniors and Food Assistance**. From Monday, December 5 through Friday, December 23, anyone who brought ten cans of food to the Ballpark Corner Store received 30% off all apparel and most collectible items. Since 2001, the program has generated several loads of canned goods and other non-perishable food items for United Way programs and the Friends of Triangle Seniors and Food Assistance.

### \$182,000 Raised by Concession Stand Workers

Centerplate, the company that manages the Bulls food service, staffed concession stands during the 2005 season with these volunteer organizations. The groups were paid a percentage of their nightly sales to fund their community projects.

Exchange Club of Greater	\$18,336.47	S&B Group	\$3,514.63
Leesville Road HSPAB	\$11,834.37	Bull City Lions Youth Assoc	\$731.11
Domino's	\$9,121.36	Ranstad	\$8,853.27
NC District East Civitans	\$23,304.46	Asbury Temple UMC	\$1,025.71
Athens Dr HS Band Boosters	\$23,444.26	Kappas of Durham	\$2,741.36
S.O.S. Inc.	\$30,843.74	Time Warner Cable	\$1,108.63
Southern H.S. Cheerleaders	\$519.35	Tri County Panthers	\$2,702.62
AKA-Durham Chapter	\$1,740.95	Southern Chorus & Arts Program	\$9,191.27
Peopletree Staffing Solutions	\$524.09	The Mekye Center	\$916.59
James E. Shepherd Sertoma Club	\$5,279.48	South Granville H.S.	\$483.66
Durham Jaycees	\$3,704.27	Girl Scout Troop #966	\$534.01
Black Pearl Social Club	\$275.52	The Navigators	\$2,610.11
Sigma Gamma Rho Sorority Inc.	\$670.71	Zafa Temple #176	\$5,350.41
Southern H.S. Band Boosters	\$1,908.66	Hillside H.S. Class of '64	\$98.46
Progressive Sertoma Club	\$7,621.73	Croasdaile Village	\$896.68
The House of Prayer	(\$56.54)	Fowlers	\$475.61
Professional Office Workers Assoc	\$45.60	Verizon South	\$316.85
Chapel Hill/Carrboro Jaycees	\$1,538.51		

**TOTAL RAISED . . . . . \$182,207.97**

### Community Events Sponsored by the Bulls & Capitol Broadcasting



## 2005 Bulls Gift & Ticket Donations

100 Black Men of America Youth Program	Lineberger Comprehensive Cancer Center
8th Annual Polar Challenge to Conquer Cancer	Make a Wish for Eastern NC
A.J. Fletcher Foundation Smart Start	March of Dimes
American Cancer Society	Mary Scroggs Elementary School
American Diabetes Tour de Cure Fundraiser	MBA Games for SONC
American Red Cross	McDougle Middle School PTA
Boy Scouts of America Sports Banquet Night	MOMS Club
Briarcliff Elementary School	Monstessori School of Raleigh
Brooks Museum Magnet Elementary	Montessori School of Durham
Campbell University	Morrisville Auction
Cardinal Gibbons High School	Mothers of Preschoolers (MOPS)
Caring House	Muscular Dystrophy
Cary Juniors Womens' Club	NCCU
Chapel Hill Day Care Center	New Hope Elementary Charity Auction
Chapel Hill High Band Boosters	North Carolina Council of Community Programs
Chatham Parks Foundation	North Chatham School
Child Care Services Association	Olive Chapel Elementary PTA
Cleveland Elementary PTA	Orange County School Robotics Team
Communities in Schools of Orange County	Penrith Townhomes Crime Prevention Day for Kids
Creekside Elementary School	Pinkston Elementary School
Cub Scout Pack 420	Primrose School RMHD
Cub Scout Pack 900	Project Graduation of Durham
DMWS	Raleigh Jaycees
Dorothea Dix	Raleigh Schools
Duke Hospital Teddy Bear Ball	Rex Hospital
Duke School	Ronald McDonald House of Chapel Hill
Durham Central Park	SPCA of Wake County "Fur Ball" 2005
Durham Crisis Center Response Center	St. Raphael Catholic School
Durham Health Department	Summit House Raleigh Charity Golf Tournament
Durham Public Schools	Tarheel Chapter of Credit Unions Charity Golf Classic
East Millbrook Magent Middle School	The Aging Network
Easter Seals UCP	The Arc
EMC State 4-H Clover Classic (NCSU)	The United Methodist Retirement Homes
Episcopal Day School	Foundation
Frankinton High School Relay for life	Time Warp
Fred Olds Elementary School PTA	Triangle Transit Authority
Friends of Triangle Seniors and Food Assistance	TROSA
Fuquay-Varina Junior Woman's Club	UNCG
General Electric	United Way Raffle Fundraiser
Greater Durham Chamber of Commerce	Upper Room Christina Academy and Preschool
Green Hope High	Urban Ministries of Durham
Grey Culbreth Middle School PTSA	Vandalia Christian School
Grove Park Neighborhood	Volunteer Center
Guilford County Animal Shelter	Volunteers for Youth Charity Golf Tournament
Helen Y. Stough Elementary School	Wake Christian Academy
Highcroft Drive Elementary	Wake Enterprises
Hope Community Church	
Interact	
Interact Club, Garner High	
Jeffreys Grove Elementary School	
Junior League of Raleigh	
Kiwanis Club, Chapel Hill	
Lead Mine Elementary	
Learning Together	
Lee Brothers SideKick Foundation	
Leesville Elementary School PTA	
Leukemia & Lymphoma Society	
Lincoln Memorial Baptist Church	

