



## **PRESS RELEASE**

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For immediate release

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### **Little League New York District 4 (NYD4) Announces Its 2014 Marketing Strategy**

Rochester, New York. (February 12, 2014) – This coming year as Little League International celebrates its 75<sup>th</sup> Anniversary, Little League New York District 4 (NYD4) proudly announces its 2014 marketing vision and strategy in correlation with this significant milestone.

For 75 years, Little League has been a place for families to come together, enjoy our nation's pastime and provide a safe, fun and healthy setting for boys and girls to play baseball and softball. NYD4 Little Leagues provide a unique opportunity for our area children to learn the values of teamwork, sportsmanship and dedication while being a part of the world's largest youth sports organization.

*"It is a pleasure to announce the appointment of Dave Calarco as Marketing Director for NYD4. Dave brings 25 years of Operational, Sales, and Marketing experience working with many Fortune 500 companies and Non-Profit Organizations. Our district can benefit greatly by a coordinated effort to spread the good news in our district." said NYD4 District Administrator Ken Liesegang. "Greg Kamp (President, Penfield Little League) set forth a bold vision in a 2014 Marketing Plan and our task will be to aggressively implement this plan in 2014." Dave added, "We have already begun implementing the website and social media initiatives outlined and I am extremely excited to work with Ken, Greg and the entire leadership team within NYD4."*

**NYD4 has identified its mission of building brand awareness by reaching out to the community, public and media to deliver a clear message: NYD4 as a Little League organization provides the very best Baseball/Softball experience available for every player at any skill level.**

NYD4 has nearly 8,000 players across all divisions including Baseball, Softball, and Challenger Divisions. The NYD4 Region encompasses nearly all of Monroe County and beyond including other towns such as Victor and Macedon. For 60 years plus NYD4 has been providing the highest quality programs developing our youth into not only better players but also better people.

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