

FOR IMMEDIATE RELEASE

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**MAJOR LEAGUE BASEBALL AND MAJOR LEAGUE BASEBALL PLAYERS ASSOCIATION
TEAM UP WITH WHITE HOUSE AND AD COUNCIL
TO EDUCATE FAMILIES AND CHILDREN ABOUT NUTRITION AND PHYSICAL FITNESS**

**First Lady Michelle Obama Joins Baltimore Orioles and Tampa Bay Rays Players
to Host Clinic at Oriole Park at Camden Yards**

Major Leaguers from Each of the 30 Clubs Featured in PSA Campaign

Major League Baseball and the Major League Baseball Players Association (MLBPA) are teaming up with the White House, the Ad Council and First Lady Michelle Obama in conjunction with the U.S. Department of Agriculture (USDA), to support *Let's Move!*, a campaign started by the First Lady with the goal of solving the challenge of childhood obesity so America's youngest children will reach adulthood at a healthy weight.

The First Lady announced the new relationship at Oriole Park at Camden Yards prior to a baseball skills clinic conducted by members of the Baltimore Orioles and Tampa Bay Rays for a group of young people participating in local Reviving Baseball in Inner Cities (RBI) and Boys & Girls Clubs of America programs.

In addition, the First Lady spoke to the young people about making healthy choices as it relates to nutrition and physical fitness.

Major League Baseball, the Major League Baseball Players Association, USDA and the Ad Council, the leading producer of public service advertisements (PSAs) in the United States, have produced 30 television and 30 radio PSAs (one of each from each Club) with a different Major Leaguer featured in each spot. The spots, which have been created pro bono by volunteer advertising agency McCann Erickson New York, will begin airing tonight with the debut of the PSA featuring Matt Wieters, catcher of the Baltimore Orioles. New York Yankees outfielder Curtis Granderson will be the national spokesperson for the program.

The television and radio PSAs will roll out throughout the remainder of the season in ballparks around the country and Toronto, Canada; on MLB Network; online at MLB.com, the official website of Major League

Baseball; and will be distributed to media outlets nationwide this summer by the Ad Council. Per the Ad Council's model, the PSAs will air in advertising time donated by the media.

Below are players featured in the PSAs:

Arizona Diamondbacks	Dan Haren	Atlanta Braves	Jason Heyward
Baltimore Orioles	Matt Wieters	Boston Red Sox	Kevin Youkilis
Chicago Cubs	Xavier Nady	Chicago White Sox	Paul Konerko
Cincinnati Reds	Joey Votto	Cleveland Indians	Travis Hafner
Colorado Rockies	Carlos Gonzalez	Detroit Tigers	Justin Verlander
Florida Marlins	Josh Johnson	Houston Astros	Jason Castro
Kansas City Royals	Billy Butler	LA Angels of Anaheim	Joel Piñeiro
LA Dodgers	Jamey Carroll	Milwaukee Brewers	Ryan Braun
Minnesota Twins	Justin Morneau	New York Mets	Jeff Francoeur
New York Yankees	Curtis Granderson	Oakland Athletics	Kurt Suzuki
Philadelphia Phillies	Greg Dobbs & Brad Lidge	Pittsburgh Pirates	Andrew McCutchen
St. Louis Cardinals	Adam Wainwright	San Diego Padres	David Eckstein
San Francisco Giants	Matt Cain	Seattle Mariners	Garrett Olson
Tampa Bay Rays	Matt Garza	Texas Rangers	David Murphy
Toronto Blue Jays	Adam Lind	Washington Nationals	Adam Dunn

"Major League Baseball's RBI program and their support of Boys and Girls Clubs around the country have helped millions of kids lead happier, healthier more active lives," said First Lady Michelle Obama.

"Through these important public service announcements, we will reach even more kids and families about the need for better nutrition and increased physical activity, and I want to thank MLB and the Players Association for their commitment to the *Let's Move!* campaign."

"Major League Baseball is pleased to support this vitally important campaign for the young people in our country," said Baseball Commissioner Allan H. (Bud) Selig. "The health and welfare of the country's youth is a top priority for Major League Baseball. I applaud the First Lady for her leadership in this effort and continue to pledge our dedication towards fighting childhood obesity."

"On behalf of all Major Leaguers, the Players Association is honored to join the First Lady and Major League Baseball in this effort to inspire youth to lead healthy lifestyles," said MLBPA Executive Director Michael Weiner. "Staying in shape is vital to the on-field success of a ballplayer, and Major Leaguers are eager to help young people lead active and healthy lives."

Let's Move! cultivates the appreciation of nutritious food and inspires kids to engage in physical activity. It empowers parents and caregivers by emphasizing their role in making healthy choices for children and stresses the importance of access to nutritious foods in schools and communities. *Let's Move!* was launched in February 2010 in partnership with the USDA, U.S. Department of Health and Human Services (HHS), the President's Council on Physical Fitness, Sports and Nutrition and other members of the White House Task Force on Childhood Obesity. *Let's Move!* is a continuation of White House efforts to unite and inspire families to take real and sustained actions to eat better, be more active and make a commitment to embracing healthier lifestyles. The new PSAs unveiled today are part of a larger *Let's Move!* public education campaign managed by the Ad Council, in partnership with the USDA and HHS.

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