



## **For Immediate Release**

### **Burlington hits a home run with their first baseball development team in almost 50 years!**

BURLINGTON, Apr. 13, 2024—Today, the Burlington Minor Baseball Association (BMBA) announces its first Single-A expansion team in almost 50 years. The Burlington Bombers comprises 30 players across the GTA and will begin its season on May 5 at its home arena, Waterpark Stadium.

Additionally, to celebrate the Burlington Bombers' debut, the team will host a community barbecue and fun fair starting at 12 p.m. for all its home opener attendees. The event will include carnival-style games, photo opportunities, and food booths.

Dave Sunfoli, Burlington Bombers' Head Manager, explained that the team is excited to start the season and hopes to get many community members to attend.

"We want to show our opposing teams what Burlington is all about, and that starts with getting the community involved," said Sunfoli. "The Burlington Bombers are new to this league, which means it is our turn to change things up and bring something different to the diamond."

The BMBA has a long history in the sport, dating back to the 1960s, and continues to foster the development of future baseball stars. The association hopes this new expansion team will provide more athletes with opportunities in competitive sports for years to come.

Burlington Bombers host their home opening game on May 5, 2024, at 3 p.m.

For more information about tickets, please visit [www.burlingtonbombers.ca](http://www.burlingtonbombers.ca).

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### **About Burlington Bombers**

The Burlington Bombers are a Single-A expansion team working to develop young athletes in both the sport and their future. Established in 2024 by the BMBA, the team believes in promoting collaboration, encouragement, hard work and the love of baseball for all athletes. The Burlington Bombers strive to create an inclusive environment for athletes regardless of gender, race, sexuality, or physical ability. With each game, the team understands that winning is not everything, and they consistently work to show the athletes the power of growth and learning. For more information, visit [www.burlingtonbombers/info.ca](http://www.burlingtonbombers/info.ca)

**For media inquiries, please contact:**

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## Additional Media- Photos



Manager of the Burlington Bombers, Dave Sunfoli, working with a player of the Burlington Bombers during the team's first practice on Apr. 5 in Burlington, Ont. (Charlie Star/Burlington Minor Baseball Association)



Members of the new Single-A expansion team, Burlington Bombers, practicing their batting and pitching at Waterpark Stadium on Apr. 11 in Burlington, Ont. (Charlie Star/Burlington Minor Baseball Association)



Players of the first Burlington expansion Single-A team in over 50 years, Burlington Bombers, gathered around their Head Coach at their practice in Burlington, Ont., on Apr. 10. (Charlie Star/Burlington Minor Baseball Association)



A wide-angled shot showcasing the home stadium for the Burlington Bombers following its grand opening on May 20, 2021. Located in downtown Burlington, Ont., Waterpark Stadium will host the team starting May 2024. (Charlie Star/Burlington Minor Baseball Association)

## Media List

### *Burlington Today*

- Reporter: Herb Garbutt
- Editor-in-Chief: Michael Friscolanti
  - Email: [frisco@villagemedia.ca](mailto:frisco@villagemedia.ca)
- General Contact: [news@burlingtontoday.com](mailto:news@burlingtontoday.com)
  - Phone Number: 905-332-0112, option 3
- Reason for pitch: Burlington Today covers all things Burlington and takes on a vast number of topics. Considering the outlet's reach, a story like this would be beneficial as it provides them with local news and gives their readers something new to explore within their community. Herb Garbutt is the perfect choice for this release because it fits his beat within the outlet. Herb has consistently written about local sports teams and athletes in the Burlington area. Herb also covers stories about athletic development and how local talent can move to the big stage. His choice of coverage indicates Herb and Burlington Today would be a great choice to pitch this release to.

### *Burlington Post/ InsideHalton.com*

- Reporter: Roland Cilliers
  - Contact: [rcilliers@metroland.com](mailto:rcilliers@metroland.com)
- Editor: Cheryl Stephan
- General Contact: [insidehalton@metroland.com](mailto:insidehalton@metroland.com)
  - Phone Number: 905-632-4444
- Reason for pitch: The Burlington Post, connected to InsideHalton.com, covers numerous stories about the Burlington area, including crime, news, events, and things to do inside the community. Due to its connection to the Burlington community, pitching the Burlington Bombers story to this outlet would be a great idea. This outlet allows community members to see what is happening near and around them, providing them with "things to do." Since Burlington Bombers are trying to promote their new season, it gives the outlet an option to share something new coming to the community for its patrons to attend and participate in. From this outlet, the Burlington Bombers should pitch to Roland Cilliers, who consistently covers stories surrounding the Burlington area. Additionally, he has also written quite a few stories relating to athletics and community activities, which connect well to the Burlington Bombers.

### *CP24*

- Reporter: Joshua Freeman

- General Contact: [breakingnews@cp24.com](mailto:breakingnews@cp24.com)
  - Phone Number: 416-384-2700
- Reason for pitch: CP24 garners a lot of viewership given its short segment news and consistent replay of current news. Additionally, CP24 is known to cover live events based around Ontario and Canada. Although CP24 is known for breaking news, CP24 also offers segments for local news with a wide range of stories and topics. The Burlington Bombers would make a great fit into CP24's coverage as it not only provides them with a "home-grown" angle news story but also allows them to attend the event live. Joshua Freeman would be the best reporter at CP24 to pitch this story as he specializes in neighbourhood stories around Toronto and the GTA. Considering their local and homegrown aspect, Burlington Bombers' story would work well with Joshua's beat.

#### *Global News Hamilton*

- Reporter: Don Mitchell
  - Email: [don.mitchell@globalnews.ca](mailto:don.mitchell@globalnews.ca)
- General Contact: [news@900chml.ca](mailto:news@900chml.ca)
  - Phone Number: 905-521-2700
- Reason for pitch: Global News Hamilton covers many topics about Hamilton and its surrounding area. Given the proximity to Burlington, Global News Hamilton would be a perfect outlet to pitch to for a reasonably local story. From Global News Hamilton, the Burlington Bombers should pitch this story to Don Mitchell, who consistently covers local news in the Hamilton and Niagara regions. Additionally, Don has also recently covered a story regarding a Hamilton-based sports team, which would also give an additional angle for this story and pitch. Given the generally significant coverage, Global News has, using the Hamilton-specific channel will not only give a broad reach locally but also provide the opportunity for national viewership.

#### *Toronto Star*

- Reporter: Kerry Gillespie
  - Email: [kgillespie@thestar.ca](mailto:kgillespie@thestar.ca)
- Editor: Anne Marie Owens
- General Contact: [city@thestar.ca](mailto:city@thestar.ca)
  - Phone Number: 416-869-4300
- Reason for pitch: Kerry Gillespie is a sports reporter for the Star and typically covers "amateur sports." Given that the Burlington Bombers are a minor league team, they would fall under this category. Kerry covers sporting events all over Toronto and the GTA, making her a great candidate for this story, as Burlington is

near Toronto. Additionally, the Toronto Star has a significant online presence amongst readers, making it a great outlet, considering tickets for the Burlington Bombers will also be online. It will make it easier for audiences to use links from the article (if written) to purchase tickets. Since there is also an unusual factor connected to this story, the fact that this is the first team in over 50 years increases how newsworthy the story is. The Toronto Star and Kerry Gillespie would be great options to pitch to, as they not only have a more extensive reach but offer a beat that is relevant to the story.