



FOR IMMEDIATE RELEASE

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## Phillies score big with Spring Training KiDS ScoreCards; Threshers may follow

*Customized Spring Training KiDS ScoreCards help  
Phillies' fans track their favorite players in Clearwater*

**CLEARWATER, FL** – The MLB Philadelphia Phillies typically use Bright House Networks Field to train its players each spring. This year, the organization is testing out a new giveaway, and the early results show signs of one promotional item making it to The Show.

The Phillies' Florida Operations staff unveiled Spring Training-specific KiDS ScoreCards this month in its souvenir stands inside the ballpark. The custom-designed products sold very well during the team's first home dates, according to Carrie Jenkins-Adams, Director of Merchandise and Special Events for the Phillies' Florida Operations staff, which includes the Class A Clearwater Threshers.

This summer, team-branded KiDS ScoreCards will be incorporated in promotional calendars, kids' club membership packages and souvenir stands across the country; from Miami (Florida Marlins) to Minnesota (Twins) to Oakland (Athletics).



More than 100 baseball teams (majors, minors and collegiate) are currently shopping KiDS ScoreCard to prospective sponsors.

### *About KiDS ScoreCard LLC*

Headquartered in Pittsburgh, KiDS ScoreCard is a leading sports promotional product company, highlighted by its innovative, interactive kid-friendly scorecard. The fully customizable KiDS ScoreCard provides sports teams, leagues and corporate sponsors with new revenue streams as a new sponsorship platform, retail collectible or kids' club membership premium. The company's Atlanta office handles all sales, marketing and corporate development efforts. For more information and product designs, visit <http://www.kidsscorecard.com>.

### *PRESS CONTACT*

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