



PRESS RELEASE

*** For Immediate Release ***

July 2, 2012



Little League Baseball Canada

Alberta District 2 / Edmonton

www.2012champions.ca

“Over 59 Years of Little League in Edmonton”

“Road to the 2012 Canadian Little League Championship”

Media Press Conference

Briefing to Introduce Media to the Organizers and the Championship Tournament

On behalf of the 2012 Canadian Little League Championship Organizing Committee (CLLOC), all media is invited to attend a briefing to introduce key people who were involved in the organization of this tournament, including members of the CLLCOC and the City of Edmonton. This will be an opportunity to find out about what went into putting on this tournament, as well as finding out what you can expect to see and learn will be taking place during the event. Little League has rules that must be followed in covering the event, especially on how the young players are to be interviewed. Also in attendance will be Orv Franchuk, Edmonton Capitals Manager and Honourary Chairman on the 2012 Canadian Little League Championship.

In addition to the information session, media will be invited to register for media accreditation. You will be issued I.D. badges on lanyards, and accreditation will allow registered media access to players, coaches and other officials throughout the tournament. There will also be press kits available in both hard copy and on specially produced 2012 USB thumb drives. The USB drives will allow organizers to load any updated information to anyone attending the event at John Fry Park during tournament play.

Although not confirmed, there is also the possibility that there may be representation from the Host Team Mill Woods White Sox in attendance. Unfortunately, their schedule could not be confirmed at the time of this release, but we are hoping that someone from the team will join the gathering.

Who: All Print and Electronic Media

What: Media Press Conference

When: Wednesday August 1, 2012.
7:00 PM

Where: John Fry Park, At the Pavilion outside the left field fence of the diamond
9700 – 28 Avenue, (access from 28 Avenue)
Edmonton, AB

Everyone in attendance will be invited to tour the diamond and get a perspective of the facility from on and off the field. This will be an excellent opportunity to learn more about the Championship from the people who have worked very hard to bring it to Edmonton, and for the media to find out more about this exciting event.

The 2012 Canadian Little League Championship Tournament will begin on Saturday August 4th and will conclude with the Championship Final on Saturday August 11th, with the winner moving on to the Little League World Series in Williamsport, PA beginning August 16th. The tournament will consist of six (6) teams from the five Little League regions in Canada plus a host team. The five regions are British Columbia, the Prairies, Ontario, Quebec and the Atlantic Region.

To obtain further information, please get in touch with the following contacts, or access the Championship web page.

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Complete Host Tournament and 2012 Canadian Little League Championship information available at
www.2012champions.ca

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