

The United Shore Professional Baseball League is a developmental professional baseball league for Major League Baseball entering its eighth season this summer at Jimmy John's Field in Historic Downtown Utica. The USPBL powered by UWM is comprised of four teams that all play at Jimmy John's Field – the Utica Unicorns, the Eastside Diamond Hoppers, the Westside Woolly Mammoths, and the team representing your area – **THE BIRMINGHAM BLOOMFIELD BEAVERS**.



WHAT IS THE USPBL READING PROGRAM?

The Birmingham Bloomfield Beavers and their mascot, Buzz, are gearing up for another fun year of Buzz's Book Busters. This is an incentive driven reading program designed to encourage students to read more. The objective for each student is to "hit a home run" by meeting certain goals and requirements during the month of March. Educators will work with students to set the requirements and goals according to their reading level.

WHY PARTICIPATE?

Buzz's Book Busters is a fun way to encourage reading development in students. Every student that "hits a home run" receives a free ticket to attend a 2023 baseball game at Jimmy John's Field, where they will be honored on the field with all of the students who completed the reading program. In addition, educators receive a free ticket for assisting with the program, and family members of students are offered discounted ticket options.

NEW EXCITING INCENTIVES FOR 2023!

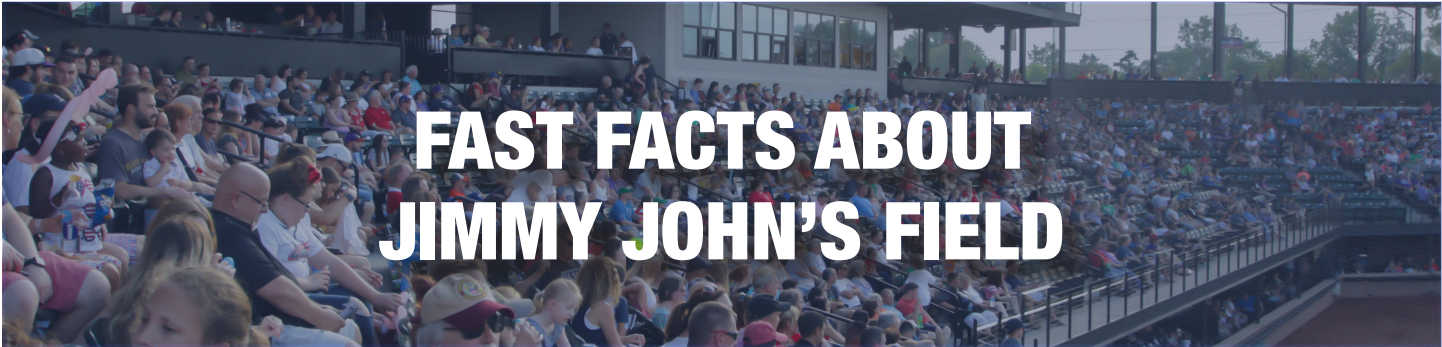
For the 2023 season we will bring some friendly competition to the schools that participate in the program! The top five schools with the best redemption rate of certificates by Opening Day (May 19th) will receive a pizza party for all the students and faculty that have participated! Additionally, each student that redeems their ticket will be able to receive a free foam finger from the merchandise container along with an automatic membership into the kids club!



HOW TO SIGN UP!

1. Register your school online when enrollment opens on January 1. **CLICK HERE** to enroll!
2. Set reading requirements based on your school's reading program.
3. Track student progress during National Reading Month.
4. Distribute ticket instructions and enjoy using your complimentary ticket!





FAST FACTS ABOUT JIMMY JOHN'S FIELD

55,000+ STUDENTS ACROSS SOUTHEASTERN MICHIGAN PARTICIPATED IN OUR READING PROGRAM IN 2022!

- 70 game season
- Single game attendance record of 4,926
- 46 players signed by Major League organizations
- Multiple plays featured on ESPN's Top 10 Plays
- 10 games broadcast on ESPN3
- USPBL Dance Crew performs at all games
- JJ, The Field General, our resident bat dog, is at all games and is the ultimate star of the show
- Approximately 1,000 groups have held outings at the ballpark – from companies to churches, little league teams to non-profits, high school marching bands to sports teams
- Over 1,000 charities & non-profits have leveraged the ballpark to raise funds for their causes

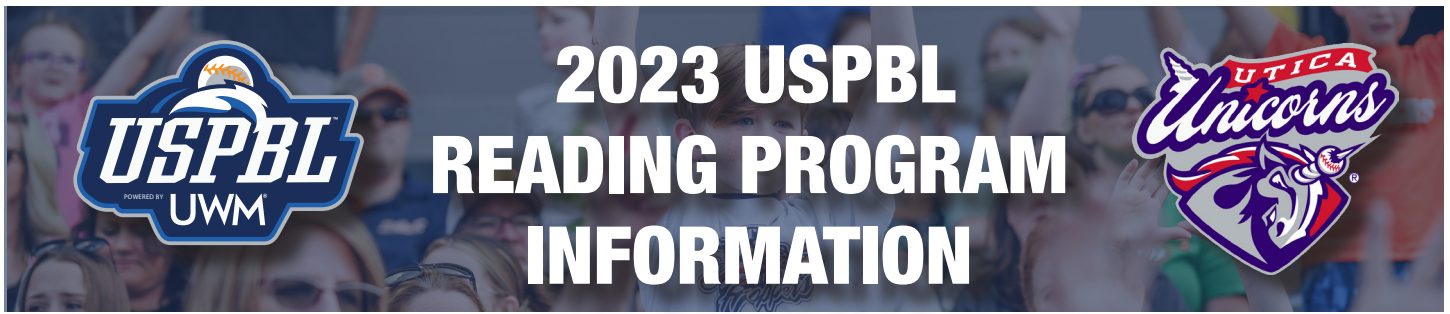


Want to see for yourself? **CLICK HERE** to check out the United Shore Professional Baseball League on YouTube to see why Jimmy John's Field should be your school's summer destination.

WE HOPE THAT YOU WILL JOIN US FOR THE 2023 USPBL READING PROGRAM!



Questions? Contact Community Relations Coordinator - Noah Hengesbach
Phone: (248)-218-0542 | Email: nhengesbach@uspbl.com
7171 Auburn Road | Utica, MI | 48317



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WHAT IS THE USPBL READING PROGRAM?

The Utica Unicorns and their mascot, Lancelot, are gearing up for another fun year of Lancelot's Learners League. This is an incentive driven reading program designed to encourage students to read more. The objective for each student is to "hit a home run" by meeting certain goals and requirements during the month of March. Educators will work with students to set the requirements and goals according to their reading level.

WHY PARTICIPATE?

Lancelot's Learners League is a fun way to encourage reading development in students. Every student that "hits a home run" receives a free ticket to attend a 2023 baseball game at Jimmy John's Field, where they will be honored on the field with all of the students who completed the reading program. In addition, educators receive a free ticket for assisting with the program, and family members of students are offered discounted ticket options.

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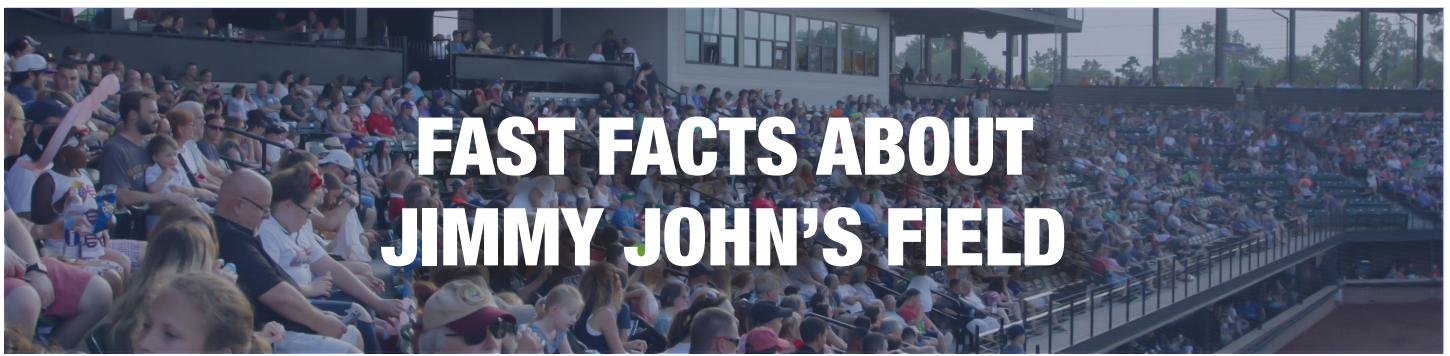
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HOW TO SIGN UP!

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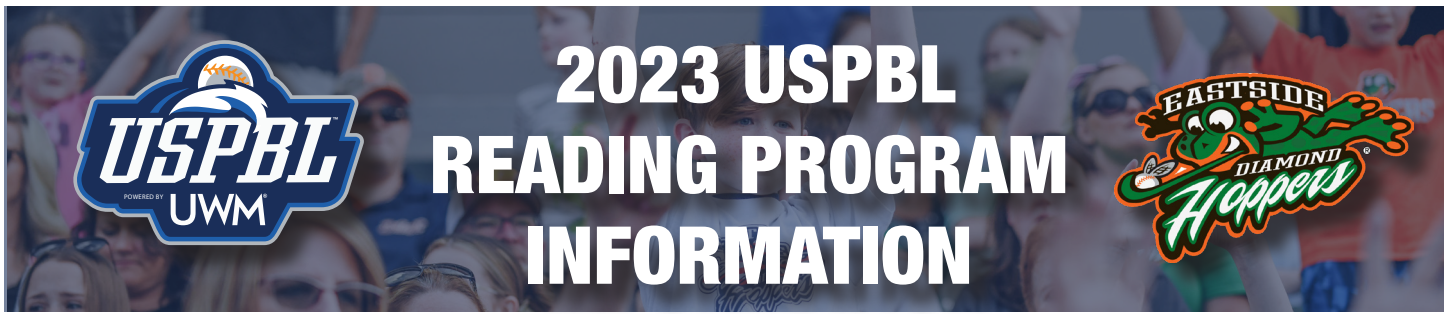


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WHAT IS THE USPBL READING PROGRAM?

The Eastside Diamond Hoppers and their mascot, Ribbi, are gearing up for another fun year of Ribbi's Rad Readers. This is an incentive driven reading program designed to encourage students to read more. The objective for each student is to "hit a home run" by meeting certain goals and requirements during the month of March. Educators will work with students to set the requirements and goals according to their reading level.

WHY PARTICIPATE?

Ribbi's Rad Readers is a fun way to encourage reading development in students. Every student that "hits a home run" receives a free ticket to attend a 2023 baseball game at Jimmy John's Field, where they will be honored on the field with all of the students who completed the reading program. In addition, educators receive a free ticket for assisting with the program, and family members of students are offered discounted ticket options.

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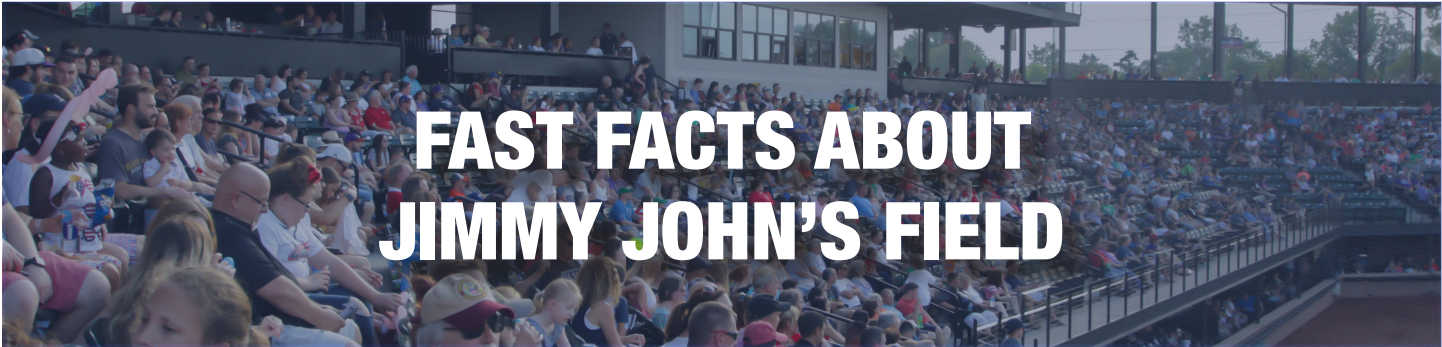
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FAST FACTS ABOUT JIMMY JOHN'S FIELD

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2023 USPBL READING PROGRAM INFORMATION

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WHAT IS THE USPBL READING PROGRAM?

The Westside Woolly Mammoths and their mascot, Woolly, are gearing up for another fun year of Woolly's Word Wizards. This is an incentive driven reading program designed to encourage students to read more. The objective for each student is to "hit a home run" by meeting certain goals and requirements during the month of March. Educators will work with students to set the requirements and goals according to their reading level.

WHY PARTICIPATE?

Woolly's Word Wizards is a fun way to encourage reading development in students. Every student that "hits a home run" receives a free ticket to attend a 2023 baseball game at Jimmy John's Field, where they will be honored on the field with all of the students who completed the reading program. In addition, educators receive a free ticket for assisting with the program, and family members of students are offered discounted ticket options.

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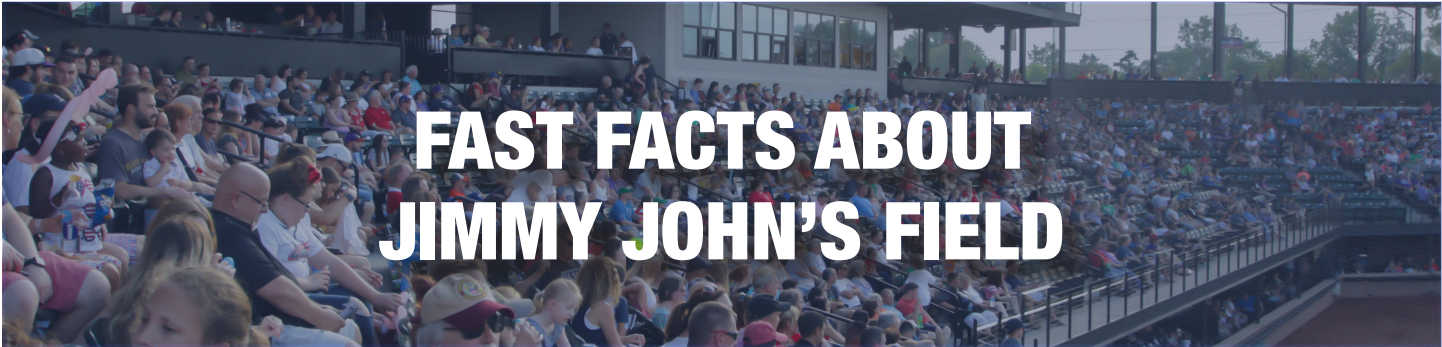
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