



2022 USPBL READING PROGRAM INFORMATION



The United Shore Professional Baseball League is a developmental professional baseball league for Major League Baseball entering its sixth 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 Birmingham Bloomfield Beavers, the Eastside Diamond Hoppers, the Westside Woolly Mammoths, and the team representing your area – **THE UTICA UNICORNS**.



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 2022 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.

WHEN CAN WE START?

Lancelot's Learners League will kick off on the first day of National Reading Month – March 1 and conclude March 31. Follow the four simple steps below and you will be ready to begin this awesome incentive based reading program!



FOUR SIMPLE STEPS!

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!





45,000 STUDENTS ACROSS SOUTHEASTERN MICHIGAN PARTICIPATED IN OUR READING PROGRAM!

- 70 game season
- Single game attendance record of 4,499
- 45 players signed by Major League organizations
- 7 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 to little league teams to non-profits holding fundraisers to high school marching bands and 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 2022 USPBL READING PROGRAM!



**Questions? Contact Community Relations Coordinator - Noah Hengesbach
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