

ON YOUR MARK, GET SET, READ!

2024 USPBL Reading Program Information

The United Shore Professional Baseball League is a developmental professional baseball league for Major League Baseball entering its ninth 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 Birmingham Bloomfield Beavers!

What is the USPBL Reading Program?

This is an incentive driven 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?

The USPBL Reading Program is a fun way to encourage reading development in students. Every student that "hits a home run" receives a free ticket to attend a 2024 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.



Exciting Incentives for 2024!

For the 2024 season, we will bring some friendly competition to the schools that participate in the program! The top school with the best redemption rate of certificates by Opening Day (May 17th) will receive a pizza party for all the students and faculty that participated! Additionally, each student that redeems their ticket will be able to receive a free foam finger along with an automatic membership in the USPBL Kids Club!





HOW TO SIGN UP!

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

CLICK HERE FOR ENROLLMENT PAGE

Fast Facts about Jimmy John's Field

- 68,000+ students across Southeastern Michigan participated in our Reading Program in 2024!
 - 70-game season
 - 51 players signed by Major League Organizations
 - Multiple plays featured on ESPN's Top 10 Plays
 - All games broadcasted on the USPBL Network
 - 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 each year
- Over 1,000 charities and non-profits each year have leveraged the ballpark to raise funds for the causes

Questions?

Contact Community Relations Coordinator - Noah Theiler

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What Others Have To Say About The USPBL Reading Program



•“Our students have enjoyed participating and we look forward to another great opportunity to participate in!!”

Kim Kroll

•“Our students loved the program last year and we have a lot of families participate and get tickets!”

Jennifer Linn

•“Really loved participating in the program last March.”

Rebecca Koch

•“Our kids loved the reading program!”

Tammy Chinn

•“Our school enjoyed the USPBL Reading Program, even at the middle school level. It’s a great way to encourage students to read. The free ticket to a game was an awesome reward for all their hard work! I am looking forward to participating in the program next year!”

Amanda Piper



•“I loved the simplicity and the freedom of the program. Each teacher was able to decide what was developmentally appropriate for their grade level.”

Anissa Saad

•“We loved participating in the program! I know it was a big draw for a lot of kids to read extra!”

Lisa Mele

•“This is an awesome program for kids.”

Devon McCormick

•“Thank you and USPBL for running the March Reading Program. It makes my job so much easier; I can’t thank you enough.”

Jackie George

•“We really enjoy the USPBL Reading Program and will definitely be interested again this year. We liked the ticket redemption method this year and that there were several dates for our busy families to pick from. Our young children enjoyed the way we set it up as well as moving their names around the bases as they read at home. My family is a huge fan of the Jimmy John’s ballpark, and I am so happy to share your amazing park with my families.”

Jen Lusk

•“We enjoyed the program, and it was pretty easy on us teachers to implement it.”

Kelly Gianotti

•“Our teachers greatly appreciated the program and for those children who did read their assigned amounts to earn their tickets (each teacher assigned different tasks), it was a nice, new reading incentive program compared to those we have done in the past!”

Cindy Wyckoff

