

# Baseball in Living Color



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FOR IMMEDIATE RELEASE

## - A TRIBUTE TO NEGRO LEAGUES BASEBALL - BLC LAUNCHES "RECRUIT A MILLION MEMBERS" CAMPAIGN A New Website and an Effort to Fullfill a Decade Old Mission!

Baseball in Living Color introduces a new and improved Internet Clubhouse and launched a grassroots "Recruit a Million Members" Campaign to generate exposure. BLC plans to generate enormous internet interest, acquire one million DUGOUT members by January 31, 2008 and be on the road to mission accomplished status.

BaseballinLivingColor.com is the clubhouse address; a tribute to an incredible group of 59 Negro Leagues Baseball Living Legends and the historic leagues within which they played. Log in and you'll discover a heart warming story, a player roster including team affiliations and personal biographies, wonderful NLB history, an unprecedented collection of autographed trading cards and memorabilia, and a free team membership opportunity waiting for you in the DUGOUT! Registered members are eligible to win fantastic giveaways, download free photos and images, and receive email newsletters.

Grandvue Productions documentary film trailer entitled "Striking Out Jim Crow - A Negro Leagues Baseball Celebration" has been posted on the site. This film examines the trials of Negro Leagues Baseball players - "Post Jackie", brings to light sacrifice that ensured MLB integration, and acknowledges Baseball in Living Colors dedication to preserving a precious legacy.

Baseball in Living Color is a proud supporter of Children's Miracle Network and the Children's Hospital Programs. As the campaign takes shape, one awesome bat, autographed by 36 Negro Leagues Veterans, is headed for the in-house auction table. Proceeds generated by this auction will be shared equally with our friends at Children's Miracle Network! Help keep CMN miracles plentiful!

Baseball in Living Color is on the path to bringing a long standing mission to fruition; Close to generating a source of financial compensation for each of the NLB Living Legends whose participation made the entire presentation possible. A "Million Members" in the DUGOUT by January 31, 2009! We need your help! Please log onto [www.baseballinlivingcolor.com](http://www.baseballinlivingcolor.com) - and join the team!

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