

# The PBS Kids programming that is broadcast on WGUV is a natural connection to the Whitecaps' brand of family-friendly entertainment.

The West Michigan Whitecaps, Class A Minor League affiliate of the Detroit Tigers, have been actively involved in the West Michigan community for the past 17 years, since the team's inception in 1994. Our business and our facility, Fifth Third Ballpark, are both locally owned. Our majority owners are strong believers in giving back to our community, and that philosophy permeates throughout our organization.

The Whitecaps' mission is to provide affordable family entertainment to the West Michigan community. The team plays 70 professional baseball games each year at Fifth Third Ballpark from April to September, and each game provides an experience to remember for families and children.

The PBS Kids programming that is broadcast on WGUV is a natural connection to the Whitecaps' brand of family-friendly entertainment. The Whitecaps have partnered with WGUV to sponsor appearances at Whitecaps games by several PBS characters, including Super WHY!, Clifford the Big Red Dog, WordGirl and Sid the Science Kid.



WGUV is my source for community engagement.

*—Scott Lane, West Michigan Whitecaps*

In addition, WGUV sponsors the Whitecaps mascot, Crash the River Rascal. Crash makes nearly one hundred appearances throughout the community each year, both with Whitecaps baseball players and on his own. Crash visits local schools and hospitals, supports the Whitecaps/YMCA Inner City Youth Baseball and Softball League by cheering on the players at their games, and attends a variety of community events from festivals and charity events to racing, along with 22,000 people, at the annual Fifth Third River Bank Run... all the while publicizing WGUV.

In July 2010 we partnered with WGUV to host "LZ Michigan" A Welcome Home for Vietnam Veterans at Fifth Third Ballpark. The event drew thousands of community members and featured guest speakers, live music, fireworks and rallies as part of a day of recognition and celebration of the veterans' service and sacrifice.

I believe strongly in partnerships that improve the community and impact kids, and the partnership we have developed over the years with WGUV is a perfect example of accomplishing that goal. I am personally a member of WGUV, and I encourage businesses and everyone in the West Michigan community to become members as well. WGUV is my source for community engagement.

**WGUV is engaged in our community.** We are honored to bring community events like LZ Michigan to our area. If you are interested in becoming a sponsor and partner in LZ Michigan or other WGUV events, please contact us at 616-331-6630. Thank you for supporting our local community!

