

# HEAVYSWING™

1200 E. Patapsco Avenue  
Baltimore, Maryland 21225  
**Telephone** 410-637-6992  
**Email** [info@heavyswing.com](mailto:info@heavyswing.com)  
**Web** [www.heavyswing.com](http://www.heavyswing.com)

## FOR IMMEDIATE RELEASE

### CONTACT:

Josie Hankey  
Communications Strategist  
Fallston Group, LLC  
410-420-2001  
[josie.hankey@fallstongroup.com](mailto:josie.hankey@fallstongroup.com)

### HeavySwing Named the Official Training Bat of Toronto Blue Jays' Edwin Encarnación

BALTIMORE (Oct. 7, 2015)—Baltimore-based baseball and softball training bat company, HeavySwing today announced a strategic partnership with Toronto Blue Jays first baseman and designated hitter, Edwin Encarnación, naming HeavySwing the Official Training Bat of Edwin Encarnación.

“When I first trained with HeavySwing products, I knew that handle-weighted training was the best way to strengthen my swing muscles and put my hands in the right path,” said Encarnación. “HeavySwing’s line of products have worked for me and will work for players at all levels. These are incredible products that will change the way players train.”

Encarnación will use HeavySwing’s line of original handle-weighted training products during practice, warm-ups, and in the on-deck circle in this year’s playoffs. Encarnación is one of three Toronto Blue Jays players with 35 home runs and 100 RBI’s this season. As the 2015 American League East Champions, the Toronto Blue Jays will enter the MLB postseason as World Series favorites.

“We are thrilled to welcome Edwin to HeavySwing Nation,” said Danny Kenney, president of HeavySwing. “Edwin is a first-rate ball player and HeavySwing is proud to be a part of this partnership to contribute to his continued elite success.”

HeavySwing baseball and softball training products are available at select sporting goods retailers nationwide and online at [www.heavyswing.com](http://www.heavyswing.com). As a result of this partnership, HeavySwing products will also be available for purchase on Encarnación’s website at [www.edwinencarnacion.com](http://www.edwinencarnacion.com). Please direct all media inquiries to Josie Hankey at 410-420-2001 or by email at [josie.hankey@fallstongroup.com](mailto:josie.hankey@fallstongroup.com).

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### About HeavySwing

Based in Baltimore, HeavySwing manufactures an innovative line of patented handle-weighted training bats that give baseball and softball players of all ages a safe and mechanically sound way to stretch and strengthen their swing. HeavySwing’s integrated system helps players build strength, improve bat speed, and increase core power. The HeavySwing system is used by hitters at every age and level of play, including a majority of big league clubs. Learn more at [www.heavyswing.com](http://www.heavyswing.com).