

# HEAVYSWING™



**FOR IMMEDIATE RELEASE**

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**HeavySwing and Babe Ruth League Form Strategic Partnership to Develop Hitting Skills of Baseball and Softball Players through Innovative Handle-Weighted Training**

*HeavySwing named the Official Training Bat of Babe Ruth League*

BALTIMORE (June 18, 2015)—Baltimore-based baseball and softball training product company HeavySwing today announced a strategic partnership with Babe Ruth League, Inc., naming HeavySwing’s original handle-weighted training bat the Official Training Bat of Babe Ruth League.

“The support that national sponsors provide to Babe Ruth League is invaluable. We believe that HeavySwing training bats will help our baseball and softball players at all levels become better hitters,” said Steven Tellefsen, President and CEO of Babe Ruth League, Inc. “HeavySwing training bats are a productive training product partner for Babe Ruth Baseball and Babe Ruth Softball. We look forward to working with them worldwide to support young players of all ages.”

As the Official Training Bat of Babe Ruth League, HeavySwing’s handle-weighted products will contribute to youth player development, promoting proper swing mechanics and building strength to help players achieve a powerful, natural swing. HeavySwing’s patented design and system can be used for on-deck stretching, pre-game warm-up drills, and conditioning and strengthening exercises.

“We are grateful for the opportunity to partner with the Babe Ruth League as they, through diamond sports, have positively shaped young lives for generations,” said Danny Kenney, President of HeavySwing. “We firmly believe our handle-weighted stable of products will continue to shift the baseball and softball training paradigm.”

For more information about the partnership, visit [www.heavyswing.com/baberuthleague](http://www.heavyswing.com/baberuthleague). HeavySwing baseball and softball training products are available at select sporting goods retailers nationwide and online at [www.heavyswing.com](http://www.heavyswing.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

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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).

## **About Babe Ruth League**

Babe Ruth League, Inc. is a non-profit, educational organization dedicated to developing better citizens by providing properly supervised baseball and softball competition for 4 through 18-year-old players. It is the basic intent of Babe Ruth League that every player who has a desire to play the sport is given the opportunity to participate and have fun. Learn more at [www.baberuthleague.org](http://www.baberuthleague.org).