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BIG BROTHERS BIG SISTERS OF EASTERN MISSOURI AND CARDINALS CARE PARTNER ON MAJOR YOUTH SUPPORT CAMPAIGN Organizations team up for Battle at the Ballpark at Busch Stadium in 2022

St. Louis – July 30, 2021 - In a one-of-a-kind partnership, Cardinals Care and Big Brothers Big Sisters of Eastern Missouri (BBBSEMO) announce the launch of Battle at the Ballpark. This joint campaign challenges all to play a beloved kids' game – Rock Paper Scissors – while kicking it into competition mode to raise \$1 million for youth.

Battle at the Ballpark gets its first official warm-up at Busch Stadium on August 4, 2021 at 6:30pm. The annual mentor recruiting event that evening is the perfect time to announce the campaign which culminates on June 4, 2022 with a live Rock Paper Scissors throw-down: a 64-bracket tournament played on the Busch Stadium field.

“Cardinals Care and BBBSEMO have been partners, and friends, for 15 years, so working together isn’t something new,” said BBBSEMO President & CEO Becky Hatter. “What sets this Battle at the Ballpark effort apart is its scale and reach. Now is the right time to come together, laugh, challenge joyfully and further our cause to show up for youth and build community.”

Michael Hall, St. Louis Cardinals Vice President of Community Relations and Executive Director or Cardinals Care said, “BBBSEMO has been a key partner of Cardinals Care by supporting our Redbird Rookies participants and matching them with ‘Bigs’ over the years. Busch Stadium is the perfect spot to host this unique event, and we know we can count on our fans to support this organization that does so much for young people in our community.”

Battle at the Ballpark’s Rock Paper Scissors effort is a 5-month fund raising campaign (February -June 2022) with a goal of \$1 million. Funds raised support the programs and services of BBBSEMO and Cardinals Care, and demonstrate how we can, through partnerships, empower young people in their pursuit to live a meaningful, stable, and independent life.

The Rock Paper Scissors game was chosen for its unique playability. It is the classic game that gives every player, regardless of skill or age, an equal chance at winning. Throughout Eastern Missouri, players can challenge family, friends, co-workers, and industry competitors and their employees to enter a “battle” that is not only fun, and silly, but plays it forward for youth futures.

About Big Brothers Big Sisters of Eastern Missouri (BBBSEMO)

Big Brothers Big Sisters of Eastern Missouri focuses on meeting young people, ages 5-25, where they are, building developmental relationships with supportive adults, organizing essential resources, and opening doors to the future. Our work extends beyond one-to-one mentoring with a focus on the “whole child and whole family.” The largest one-to-one youth mentoring program in the state, BBBSEMO broadens its scope to include the ABCToday initiative in 19 schools; its Big Futures program serving alumni Littles ages 18-25; its workforce preparedness program, First Job; and its community-gathering space at Anew. The agency supports children and families in St. Louis City and County, and St. Charles, Jefferson, and Cape Girardeau Counties. Big Brothers Big Sisters of Eastern Missouri is a proud member of the United Way.

About Cardinals Care

Cardinals Care was established to give fans a way to team up with Cardinals players and the organization to help children in our community—both on and off the baseball field. Established in 1997, Cardinals Care has invested over \$29 million to support St. Louis area children, built or renovated 24 youth ball fields in local under-resourced neighborhoods, and distributed over \$15 million in grants to nonprofit organizations. Since 2004, Cardinals Care has also orchestrated the innovative Redbird Rookies program, a free co-ed baseball/softball league for kids who otherwise might not have the opportunity to play. In addition to providing all the uniforms, gloves, bats, balls and other equipment needed for each team, Redbird Rookies also provides extensive off-field support in the areas of health, education, mentoring and the cultural arts for each of the nearly 2,500 kids who participate in the program each year. To learn more about all of Cardinals Care’s programs visit cardinals.com/community and follow @CardinalsCare on Twitter.

For more information, contact VonRicco Lane, eLittle Communications or Kristy Fairbanks, BBBSEMO or visit www.bbbsemo.org/battle.