

SPORTS SENSE

Banking Program Steps Up To The Plate For Little League

(NAPSA)—For many young people, participating in Little League is where they learn sportsmanship, teamwork and leadership.

In short, it is where they learn the qualities that can lead to greater accomplishments on the field, in life and in their community.

Now, thanks to a unique program from Bank of America—the Official Bank of Little League Baseball—fans can link their financial services needs with their passion for Little League.

The bank's Little League Referral Program enables Little Leagues around the country—with their more than 2 million participants—to raise money for their neighborhood leagues and teams.

When Little Leagues around the country refer parents, family and friends to become a new Bank of America personal checking customer, the bank will donate \$25 to the league that made the referral and give the new customer a \$25 bonus.

In addition, new customers can earn up to \$25 more by opening a regular savings account at the same time they open a new nonstudent personal-checking account, and earn an additional \$10 for themselves and for the league when they apply and are approved for any MLB™ Extra Bases™ MasterCard®.

Overall, the new customer can earn up to \$60 in total rewards and their local Little League can earn up to \$35. The new customer may also elect to donate their entire bonus to the local league, meaning the neighborhood league can earn up to \$95 for each new checking customer referred.



A unique, first-of-its-kind banking referral program enables Little Leagues around the country to raise money for their neighborhood leagues and teams.

“This program gives us the opportunity to support Little League Baseball and Softball and the quality of life in the hundreds of communities and neighborhoods we serve,” said Landrum Fisher, strategic marketing executive, Bank of America. “It’s also a chance to reward our customers and help them establish a relationship with the Little League program in their community.”

According to Stephen Keener, president and CEO of Little League Baseball and Softball, “The success of Little League really rests on the support and commitment of local communities. This program and our relationship with Bank of America have created a rare opportunity for a national effort to deliver a very tangible, local benefit. In short, everybody—kids, communities

and consumers—wins.”

Bank of America has a proud and long-standing association with baseball that dates back more than 130 years, when the company sponsored employee baseball teams. The bank’s referral program and its designation as the Official Bank of Little League Baseball is a natural outgrowth of exclusive national sponsorship agreements Bank of America has with four of the organizations that represent America’s national pastime—Major League Baseball, Minor League Baseball, and Little League Baseball, as well as the National Baseball Hall of Fame and Museum.

Little League organizations interested in participating in the program or obtaining a referral form can visit the Web site at www.bankofamerica.com/llbreferral.