



**FOR IMMEDIATE RELEASE**

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## **BABE RUTH LEAGUE AND RIPKEN BASEBALL COACHES EARN CERTIFICATION; CONTEST WINNERS ANNOUNCED**

**CHAMPAIGN, IL--** As part of their preparation for the upcoming baseball and softball seasons, Babe Ruth League and Ripken Baseball coaches are required to earn coaching certification.

The Babe Ruth League Ripken Baseball Coaching Education and Certification Program, launched in January 2007, saw Babe Ruth League and Ripken Baseball Inc. partnering with the American Sport Education Program (ASEP) to develop and provide online training and certification for coaches through the online courses Coaching Youth Baseball The Ripken Way for Babe Ruth Baseball Coaches and Coaching Youth Softball The Ripken Way for Babe Ruth Softball Coaches.

The courses are available through the dedicated Web site, Babe Ruth League Coaching Education Center: Powered by Ripken Baseball, found at [www.BabeRuthCoaching.org](http://www.BabeRuthCoaching.org) and [www.RipkenCoaching.org](http://www.RipkenCoaching.org).

As an incentive for coaches to take the course in advance of the start of the season, each coach who registered for the course prior to February 15, 2008, was entered in a drawing for Cal Ripken-autographed books, DVDs, and photographs. The lucky winners are:

Dean Dancer  
Sarasota, FL

Marc Stafford  
South Jordan, UT

Bernie Orszewski  
Newburgh, NY

John Blazer Jr.  
Folsom, NJ

Tim O'Brien  
Lexington, KY

Mike Price  
Boise, ID

Tim Orr  
Southside, AL

Todd Moses  
Collegeville, PA

Mark Zemba  
Junction City, OR

Mark Gaskamp  
Austin, TX

As an additional incentive, the state with the most coaches registered-Florida-earned the opportunity to host a Ripken Baseball Coaches Clinic. Clinic details will be announced at a later date.

"Every manager and coach has an obligation to their players to provide them with the best instruction and leadership of which

they're capable," said Steven M. Tellefsen, President/CEO of Babe Ruth League, Inc. "This course is about coaching young people to become successful athletes on and off the fields."

"Expanding the base of knowledge for coaches and parents is positively impacting thousands upon thousands of young people across the world," said Rob Weinhold, Vice President of Ripken Amateur Baseball. "Certification helps facilitate a more productive environment both on and off the field. And, the positive sports experiences that young people have remain with them as they grow to one day become the parents, coaches, mentors and volunteers for the next generation. We're delighted to be part of this initiative."

ASEP designed the customized online courses with considerable content developed and provided by Ripken Baseball, reflecting its "Ripken Way" coaching philosophy. Each course features more than 200 pages of material that is delivered as PDF downloads within the course. Also included is a "Coach's Clipboard" feature that contains assessment tools, checklists, worksheets, and drill sheets that coaches can print and use at practices and games. The online courses take roughly 2 to 3 hours to complete.

The courses conclude with a 30-question online test that is scored automatically. Once a course is completed, coaches can print a certificate directly from the Web site and e-mail a copy of their course transcript to their league administrator for documentation of course completion.

"We're excited to be working with league administrators and coaches in the field in implementing this ground-breaking program," says Amy Tocco, ASEP Executive Director. "Babe Ruth League and Ripken Baseball should be commended for their stance on coaching education." Tocco continues, "It is one thing to talk about the need to train coaches, as many organizations do, but it takes a strong stance to follow through and require it, as these two organizations have done."

To order the online course, which retails for \$19.95, Babe Ruth League and Ripken Baseball coaches can visit [www.BabeRuthCoaching.org](http://www.BabeRuthCoaching.org) or [www.RipkenCoaching.org](http://www.RipkenCoaching.org) and click on the "Coaches" tab from the home page and follow the simple prompts. The course is not limited strictly to Babe Ruth League coaches. Coaches of any affiliation would benefit from taking the comprehensive course and are encouraged to enroll.

Babe Ruth League, Inc. is a non-profit, educational organization dedicated to developing better citizens by providing properly supervised baseball and softball competition for players ages 4-18. Established in 1951, there are now more than 9,000 leagues and 56,000 teams representing more than one million players in the United States and Canada. It is the fundamental belief of Babe Ruth League, Inc. that every child with a desire to play baseball or softball be afforded that opportunity.

Ripken Amateur Baseball, LLC is a division of Ripken Baseball, Inc. Ripken Baseball is a sales and marketing company based in Baltimore, MD, representing the business and philanthropic interests of Cal Ripken, Jr. and Bill Ripken. Established in 2001, the mission of Ripken Baseball is to grow the game of baseball worldwide the Ripken Way. Ripken Baseball is considered the nation's leader in youth baseball instruction, holding camps, clinics and coaching education programs around the country in addition to developing a full complement of instructional products and resources.

#### **ABOUT THE AMERICAN SPORT EDUCATION PROGRAM**

The American Sport Education Program (ASEP) is the leading provider of youth, high school, and elite-level sport education programs in the USA. Through its high-quality programs, ASEP has educated more than one million coaches, officials, sport administrators, parents, and athletes. For more than 25 years, local, state, and national sport organizations have partnered with ASEP to lead the way in making sport a safe, successful, and enjoyable experience for all involved. For more information on ASEP sport education courses and resources, contact Lori Brown, ASEP Sales and Implementation Manager, at 800-747-5698, ext. 2299; or e-mail [lorib@hkusa.com](mailto:lorib@hkusa.com).

