



# NEWS RELEASE

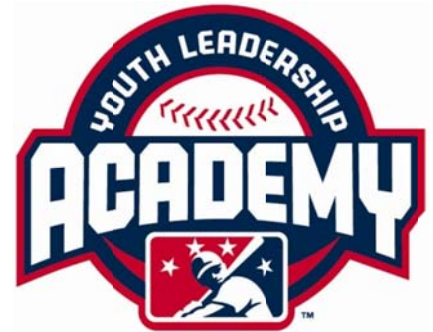
For Immediate Release

July 5, 2011

## Global Promotions & Incentives to Sponsor MiLB Youth Leadership Academy

ST. PETERSBURG, Fla.—Minor League Baseball™ announced today that it has reached an agreement on a sponsorship of its Youth Leadership Academy with Global Promotions & Incentives (GPI), an ASW Global company owned by former Major Leaguer Andre Thornton, a two-time All-Star who played 10 of his 14 seasons with the Cleveland Indians. ASW is one of the nation's largest minority-owned and MBE certified promotional product and third party logistics companies.

Thirty-one youths from eight MiLB cities will attend the all expenses paid, six-day Youth Leadership Academy from July 26-31 at Vero Beach Sports Village, formerly Dodgertown, in Indian River County, Fla. The Minor League Baseball Youth Leadership Academy combines the history, principles and structure of the sport of baseball to provide an opportunity for at-risk youth to develop and master leadership and life skills.



In addition to its sponsorship, GPI is providing a scholarship through Minor League Baseball Charities for one student to attend the Academy.

“This is a tremendous opportunity to partner with MiLB in a cause that is important to GPI,” said Andre Thornton, President & CEO for ASW Global. “The Youth Leadership Academy is an excellent avenue for developing individual leadership, good citizenship and teamwork in a healthy environment and this experience will provide invaluable skill sets for those attending.”

“We are excited to partner with an organization like Global Promotions & Incentives that shares our belief that developing leadership and life skills in today's youth can have a lasting, positive impact in our communities,” said Tina Gust, Vice President of Business Development for Minor League Baseball.

(more)

**About GPI**

Global Promotions & Incentives LLC (GPI) is a full service promotional merchandise, incentive and recognition supplier who has demonstrated experience in working with over 20 professional and collegiate athletic teams. As a turn-key brand management company, GPI delivers customized procurement, program development and fulfillment solutions to professional and collegiate sports organizations and corporate partners. GPI demonstrates competencies in creative game day promotional merchandise, premium sponsors or booster gifts, branded merchandise for community related events, creative incentive & recognition programs, corporate promotional programs and B2B and B2C fulfillment programs. With sourcing competencies in apparel, branded merchandise, premium gifts, and non-branded merchandise, GPI is able to procure a wide range of merchandise from domestic and international sources. Working with over 3500 suppliers, account representatives are able to access a wide range of merchandise meeting the specifications and budget of the client. In addition to strong domestic supplier relations, GPI also has long term overseas factory partnerships.

GPI was acquired by former Cleveland Indians player, André Thornton. In 2007 Thornton also acquired another company, establishing ASW Global LLC, a full service Supply Chain Management Company, specializing in providing "end-to-end" logistics and distribution management solutions. ASW Global, LLC, is privately held and is one of the largest minority-owned supply chain companies in Ohio. GPI remains the procurement sourcing and fulfillment division of ASW Global.

For more information, contact Andre Thornton, Jr., Vice President Business Development, at 330-733-8494, or [ajthornton@aswglobal.com](mailto:ajthornton@aswglobal.com).

**About Minor League Baseball Charities**

Minor League Baseball Charities is a 501(c)3 not-for-profit organization dedicated to giving back to and enhancing the communities our teams call home. Through donations and support it receives from fans, teams and partners, MiLB Charities is able to contribute to local organizations in times of need and support causes that are important to our extended baseball family. Minor League Baseball Charities is affiliated with the National Association of Professional Baseball Leagues. Those interested in supporting MiLB Charities can send donations to: Minor League Baseball Charities, P.O. Box A, St. Petersburg, FL 33731

###

Contact: Steve Densa, Minor League Baseball, (727) 456-1703