

PRESS CONTACT: Ellen Sullivan ellen@bairfind.org 904.716.0255 BairFind.org

BairFind Announces Second Year of Partnership with Minor League Baseball to Find Missing Kids

Jacksonville, FL –April 3, 2017 – The BairFind Foundation announces its second year of partnership with Minor League Baseball to aid in the search for missing children. For the 2017 season, more than **150 Minor League Baseball teams** across the country will display BairFind signs in their stadiums featuring area missing children. Last year, more than 500 missing children were featured on BairFind signs reaching over 30 million sports fans in 139 stadiums.

BairFind is a nationally-recognized 501(c)(3) founded by former Chicago Cubs minor league pitcher, Dennis Bair. Upon seeing a documentary about the plight of a family whose child went missing, Bair approached teams to place photos insets of missing children on autographed team posters. Evolving into 4'X4 Wooden stadium concourse signs allowed for a more permanent display featuring multiple children.

“Thousands of children go missing around the country every year, and millions of people attend minor league baseball games annually”, says founder, Dennis Bair. “By using the power of sports marketing, we are greatly increasing the probability that these children will be recognized and someone will take action leading to their safe return home.”

In 2016, BairFind was designated as one of five Official “Homegrown” Charity partners of Minor League Baseball fueling its expansion nationwide. The City Council of Jacksonville awarded a Resolution commending the organization’s work. At the Winter Meetings held in Washington, DC in December, MiLB President Pat O’Conner awarded BairFind the prestigious “Presidential Citation” for its work.

Last month, the Classy awards, a top forum for recognizing global social innovation, announced BairFind as a Top 100 Non-Profit and Social Enterprise for its Stadium Concourse Sign Program.

BairFind continues its expansion making its debut in professional basketball in partnership with the Fort Wayne Mad Ants of the National Basketball Association Development League.

MiLB Teams joining the program for 2017 are located in Charlotte, Reno, Memphis, San Antonio, Buffalo, Fresno, Reading, Richmond, Dayton, Little Rock, South Bend, Great Lakes, Corpus Christi, Fort Wayne, Kissimmee and Buies Creek.

###

About BairFind

The BairFind Foundation is a tax exempt 501(c)(3) non-profit organization whose mission is to find missing children. BairFind produces high definition, attractive signs for sports stadiums and arenas that feature photos of each city's missing children. BairFind signs are placed in high visibility areas and are seen by millions of sports fans each season, greatly increasing the chances that featured children will be safely located. Visit www.BairFind.org or follow BairFind on Twitter: @BairFind

Contact: Ellen Sullivan
Email: ellen@bairfind.org

Phone: 904.716.0255
Website: www.bairfind.org