



# WORCESTER BRAVEHEARTS 2019 SEASON IN REVIEW





# ON THE FIELD

## #BACKFOURMORE

For the sixth consecutive year, the Bravehearts reached the championship series, winning their fourth title. In a play-in game, the Bravehearts beat the Pittsfield Suns with ease leading them to a tough series against the Brockton Rox. The semi-final series went all three games with Worcester winning game three on the road. The team capped off the championship run with a two-game sweep of the Bristol Blues.



## HIGH HONORS

Angelo Baez, a St. Thomas Aquinas College student, was named the 2019 Pitcher of the Year. After being promoted to the starting rotation, Baez recorded a 5-1 record in the regular season and was 1-0 in the playoffs. Four Bravehearts were named to the All-FCBL First Team and two named to the All-FCBL Second Team. Mariano Ricciardi was named the MVP of the championship, tallying a .349 batting average in the series.

## SHOWTIME IN PITTSFIELD

The Bravehearts had another strong roster which showed when eleven players were selected to the 2019 All-Star game. Five of the eleven players were named starters, including pitcher Shawn Babineau who started the game for the Hillies. Paul Coumoulos (below) represented Worcester in the Home Run Derby, hitting fifteen homers in the two rounds to secure the win and becoming the first Braveheart to win since 2014.



## WELCOME TO THE SHOW

Aaron Civale became the first Braveheart to make his MLB debut when he started on the mound for the Cleveland Indians on Saturday, June 22, 2019. Civale was a member of the 2014 championship Bravehearts posting a 1.52 ERA, appearing in seven games, starting in four. Civale was named to the FCBL All-Star team in 2014. In his major-league debut, Civale got the win pitching six innings, allowing no runs and only two hits.



# FAMILY FUN



## GIVEAWAYS

2019 was packed full of promotional giveaways from good-humored items to historical items. Novelties included t-shirt giveaways every Saturday home game, lunch boxes, and the classic baseball card giveaway. The premier giveaway of the year was a Ted Williams bobblehead to celebrate the 80th anniversary of Williams' first home run with the Red Sox that took place at the College of the Holy Cross.

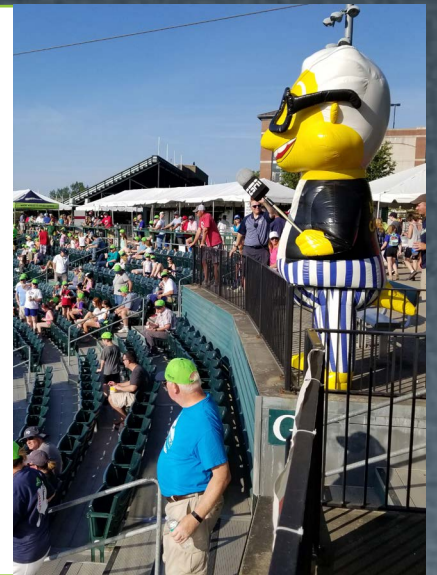


## CELEBRITY GUESTS

2004 Boston Red Sox closer, Keith Foulke, and longtime Boston Bruins play-by-play announcer and personality Jack Edwards made appearances at Hanover Insurance Park this summer. Foulke, who made the final out to end the curse of the Bambino, threw out the ceremonial first pitch on opening night. Edwards hopped on the mic giving the crowd play-by-play calls on promotions like the C&R Tire "On A Roll" tire race and the Table Talk Pies "Pie Eating contest".

## A TRIP TO THE ZOO DAY

Sunday, June 23 was Zoo Day at Hanover Insurance Park at Fitton Field. The Bravehearts welcomed Southwick's Zoo and special guests the ZOOperstars. The ZOOperstars are inflatable animal mascots with clever names featuring Harry Canary, Nolan Rhino, and Snail Earnhardt Jr. Southwick's Zoo gave away free admission tickets to the zoo to the first 500 fans, and they hosted a petting zoo in the Kid's Zone during the game!



## 2,000,000TH FAN

This season the FCBL was fortunate to record their 2,000,000th fan to enter any of the ballparks in the league. The Bravehearts game on June 28 just so happened to be the game where that special fan walked through the gates. Ryan Carroll, a season ticket holder, was fan number 2,000,000. He was gifted a free trip to the All-Star Game with his family, as well as a season pass to any stadium in the league.



## BREAKING RECORDS

On Friday July 26, 2019 on Military Appreciation Night, the Worcester Bravehearts broke their single game attendance record. That night 5,554 fans passed through the gates of Hanover Insurance Park, and over 2,300 of the fans were from the UMass Medical Center in Worcester. Veterans who showed up were allowed free admission.



# IN THE COMMUNITY



## JERSEY AUCTIONS

This season the Bravehearts spiced things up with specialty uniforms. The three jerseys consisted of a throwback jersey to the Worcester Worcesters – a team from the 19th century, a tribute to the Ghostbusters 30-year anniversary with a “Stay Puft Marshmallow Man” jersey with proceeds going to the 365Z Foundation, and a Worcester Six firefighter jersey with proceeds going to the Ava Roy Fund.



## TEACHER APPRECIATION NIGHT

The Bravehearts hosted a competition to honor teachers in the city of Worcester. Students in schools around Central Massachusetts had the chance to nominate their favorite teachers to give them a chance to coach first base for one inning on Teacher Appreciation night June 17. Over sixty nominations came in and nine teachers were picked as winners. All teachers received free admission to that night's game by showing their employee badge.

## WORCESTER SPORTS MANAGEMENT SUMMIT

On January 18, the inaugural “Worcester Sports Management Summit” took place on the campus of Worcester State University. Approximately 200 attendees, 25 vendors, and 20 guest speakers appeared at the event. This event consisted of a career fair as well as panel discussions with professionals in different areas of the sport world. Speakers included Commissioner Michael Aresco of the American Athletic Conference, who delivered the keynote address.



## BASEBALL IN EDUCATION

On June 5th and 6th, a Bravehearts tradition continued when 58 schools from around Massachusetts spent the day at the ballpark for a baseball game. A free hat and a free lunch was given to every person who came to the game. On these days, the single game attendance record was broken with June 5th being set at 4,933 and then being broken the next day with a record of 5,157.



# TESTIMONIALS

## DOUG AND MAUREEN ROSE, WESTFIELD MA

Went to the game in Worcester last night. Had a great time. The food was excellent and well-priced. We had our 5 grandchildren with us and they had a ball. Jake got many hugs and high fives. The run across the field in the sixth was amazing. Thanks for a good time.

## SEAN O'NEILL, FATHER

Things couldn't have better, we had a perfect day! Thank you and the entire Bravehearts team. We will remember Gavin's 2nd birthday for a long time.



## HOLLY HEMMING

I just wanted to let you know how "over the top" you and your staff were last night in assisting my folks for Eddy Pond-West. In spite of the heat, it could not have been a better experience for all of them!!! The t-shirt, waters and pop-up tent were so very much appreciated. One of our little ladies was actually 97 years young! Thank you for making it such a beautiful night for all of us!!

## SCOTT SHANKLE, AVATAR COMPUTING

I wanted to reach out and let you know about the awesome experience my 15-month-old son had at the game tonight. A special thanks to Jake! My son is obviously too young to understand the game, but he had blast following around and dancing with Jake. Jake also sought him out after the first pitch and gave him the ball. You now have a fan for life! Good work to your staff.





# BY THE NUMBERS

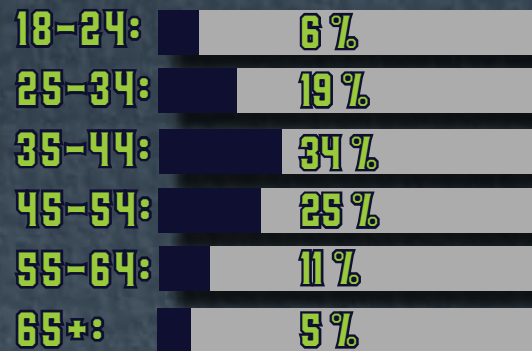


Total Attendance:  
72,069

Average Attendance:  
2,574

Franchise record  
of 9 total sellouts

## AGE DEMOGRAPHICS

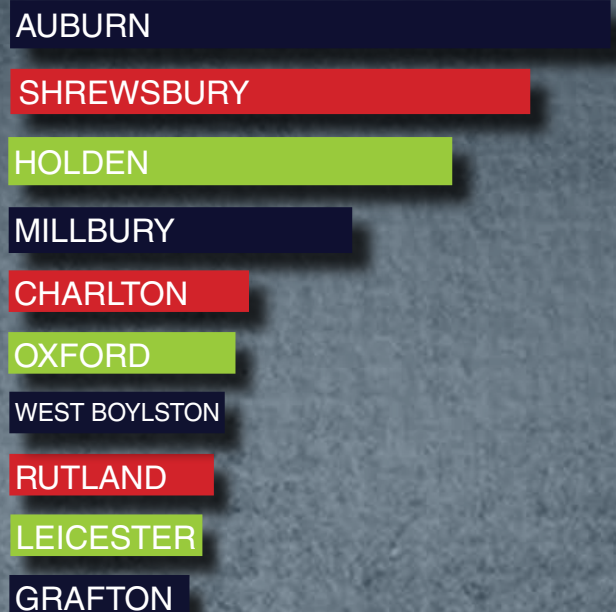


## AMONG SUMMER COLLEGIATE FRANCHISES, THE BRAVEHEARTS RANKED:

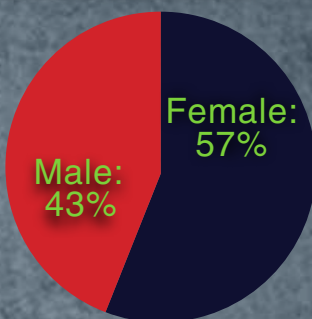
- #1** in New England in  
Total + Average Attendance
- #6** Nationally in Total Attendance
- #7** Nationally in Average Attendance  
(Reported By Ballpark Digest)



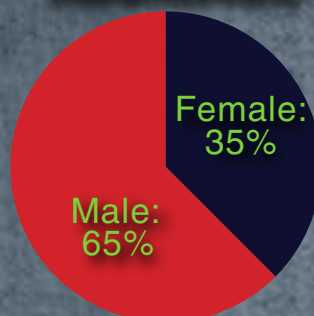
## TOP 10 TOWNS WITH BRAVEHEARTS FANS\* [BESIDES WORCESTER]:



## FACEBOOK AUDIENCE:



## TWITTER AUDIENCE:



\*According to Google Analytics, Facebook Insights and Twitter Analytics



# All About Jake...

**Ticket To Read:** This program supported by Chick-fil-A encourages students to read books in an effort to earn free tickets to Bravehearts & Railers games.

Over 9,000 students from 34 different schools participated in this program in 2019, reading a cumulative total of 18,289 books.



**Ticket To Read**



**Junior Bravehearts**

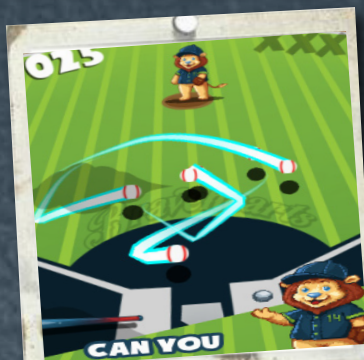
**Junior Bravehearts:** Jake and Northeast Promotions & Apparel of Leominster provided free uniforms to 30 youth baseball & softball teams who agreed to change their name to the "Bravehearts."

**Pen Pal Club:** Seniors from the Willows of Worcester and other local senior centers connect with middle school students by writing good old-fashioned letters in Jake's Pen Pal Club Journals. Then, they finally meet each other at a Bravehearts game in June.



**Pen Pal Club**

**Bravehearts Derby:** Mass DiGI at Becker College developed an app that challenges you to hit a home run against Jake! It's been downloaded in 34 countries and is available in the iTunes and Google Play stores.



**Bravehearts Derby**

**Good Jake Fund:** In 2018, the Bravehearts started a memorial fund that benefitted the daughter of fallen Worcester Firefighter, Christopher Roy. Over \$20,000 of funds were raised in online and matching donations. The term "Jake", which is also shared by our mascot, Jake the Lion, is slang for a firefighter and is used to give great praise and the highest signs of respect. The "Good Jake Fund" could be used in future fundraisers to help benefit those in need.



**Good Jake Fund**



**Salvation Army**



**Be Like Brit**



**Little League**

The name "Jake" is particularly meaningful for a team whose name pays homage, in part, to Worcester's fallen firefighters who epitomized bravery. In New England, the term "Jake" is affectionate slang for a firefighter and is used to bestow great praise and the highest levels of respect. The origins of the term are widely debated, but many believe that it evolved from the use of "J-Keys" in the early 20th century, which firefighters used to send morse code telegraphs to headquarters from street-corner fire alarm box systems. Being a "Good J-Key" referred to a fireman who was cool under pressure and could send clear morse code. "J-Key" was eventually shortened to "Jake."



# JAKE BY THE NUMB#RS

2019



THE OFFICIAL MASCOT OF THE WORCESTER BRAVEHEARTS

**382,694** FANS VISITED 

**SOCIAL MEDIA**  
FOLLOWERS



**1,902**

**\$14,477**  
DONATED TO CHARITY

**135**  
COMMUNITY  
EVENT APPEARANCES

MOST VISITED  
**TOWNS**  
WORCESTER,  
MILLBURY,  
AUBURN,  
NORTHBOROUGH

**1,219**  
MILES  
TRAVELED

BEEP!  
BEEP!



**34** School Readings

**9,134**  
TICKET TO READ STUDENTS

**18,289**

TICKET TO READ  
BOOKS READ

BASEBALL CARDS GIVEN AWAY

**7159**

**841,837**

FITBIT  
STEPS

\*As of Sept. 2019

