



NEWS

For Immediate Release

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Independent League Names General Manager, Manager & Group Sales Director

Nueces County Continental Baseball League Team Selects “Beach Dawgs” As Nickname for 2008 Season

Corpus Christi, Texas, February 19, 2008 -- Who let the Dawgs Out . . . the *Beach Dawgs*, that is. Come Memorial Day, baseball fans in Nueces County who venture to Fairgrounds Field for a Continental Baseball League game will be able to answer that question.

Ron Baron, the League’s commissioner and part owner of the CBL franchise that will be playing its first season in Nueces County beginning in late May, announced today that *Beach Dawgs* has been selected as the team’s nickname. Baron also announced the hiring of **Hector Salinas** as the Beach Dawgs’ general manager, **Murray Wilson** as the team field manager and **April Church** as director of group sales.

The Beach Dawgs will begin their first season of independent league play on Memorial Day weekend, the start of a 72-game season that features 36 home contests, followed by playoffs. Other teams in the second year league are the Bay Area Toros (based in Texas City, TX), the McKinney (TX) Blue Thunder and a team in Texarkana, which will be announcing its nickname within a few days.

“We chose the name Beach Dawgs to promote our beach-themed, family-friendly environment that folks will find at our ballgames this season,” said Baron, who along with former Cubs executive **Bob Ibach** launched the CBL in 2007 (www.CBLproball.com). “We invite families to ‘Come as they Are’ to our games. If you want to wear jeans or shorts or tank tops, that is ok. If you want to come out in your swimsuit, hey, that’s fine too. Just come out, enjoy a baseball game, and have a great experience.

“We are offering tickets at very affordable prices (\$5-6 range), free parking and low prices for all concession items. We want fans to relax and see some great baseball.”

Promotions planned for the 2008 season are geared towards children and adults having fun together. One idea calls for a special “Pass the Beach Ball” contest that will allow fans throughout the stadium to win prizes during the game. There will also be a designated “Beach Dawgs Hangout” that will feature a proposed swimming pool, sand and other pool party amenities aimed at attracting small groups. That area will be staged beyond an outfield fence. It will be ideal for a special corporate outing, a family picnic or birthday party. Access to that special section will be limited and on a first-come reserved basis.

Youngsters will be able to meet and greet their hometown players on the field after the games, and stand by them during the playing of the National Anthem before a game. Also, 7th Inning Stretch programs are planned to encourage youngsters to sing along on the playing field. There are plans to honor “local heroes” such as firefighters, military and police in the community on an on-going basis, along with literacy programs to enhance reading and verbal skills for youngsters.

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Page 2—Nueces County CBL Team Named “Beach Dawgs”; Manager & GM Also Announced

Last season, the Tarrant County Blue Thunder, managed by former Texas Rangers player **Curtis Wilkerson**, won the inaugural **Ferguson Jenkins CBL Championship**, named after the Hall of Fame pitcher and former Texas Rangers Cy Young Award winner. Texarkana was recently added to the league in December, returning professional baseball to that market for the first time since 1954, and will be managed by former big league pitcher **Steve Trout**.

Baron indicated the league is presently exploring additional franchise opportunities in other Texas, Louisiana and Oklahoma markets and hopes to add two more franchises by 2009.

In selecting Salinas as GM and Wilson as manager, Baron chose two men who have had distinguished careers in baseball with strong ties to the area.

Salinas has been a respected member of the community for almost 40 years, and coached three collegiate programs, including Laredo College, Texas A&M Kingsville and Texas A&M Corpus Christi. Perhaps the highlight of his coaching career came when he took a very young A&M-Corpus Christi squad to Austin and stunned the University of Texas, 5-0. At the time, the Longhorns were ranked No. 1 in the nation.

“Throughout my career, my greatest memories have been working with my players, their families and the South Texas community. I see this new position as an opportunity to continue to raise the awareness of baseball in our area, and to give the community a great team to cheer for and support,” said Salinas, born in Elsa, TX in 1945. He moved to Corpus Christi at the age of 5, and later earned All-American honors at Pan American College (now the University of Texas-Pan American). After a short stint as a professional in the Mexican League, he returned to begin his collegiate coaching career in the area.

Players for the Beach Dawgs will consist of a combination of free agents, former CBL players and several talented players from the Corpus Christi area. Team tryouts, as well as ticket plans, will be announced shortly.

Manager Wilson, for one, cannot wait to get started with pre-season workouts and exhibition games. Wilson once played in the Seattle Mariners organization and went on to manage the Amarillo Dillas of the old Central Baseball League in 2003-2004. In 2005, he took the helm of the Coastal Bend Aviators (Central Baseball League) and was very popular with fans in the community.

“We’re very pleased that both Hector and Murray have joined our team,” said Baron. “Hector will give us tons of experience in the local community and Murray is a real student of the game and will be able to offer our players guidance and a positive influence, on and off the field.”

Baron also had high praise for Church, a long-time Corpus Christi resident who is an avid sports fan, wife and mother of four and someone who has been actively involved with area volleyball and the Padre Little League baseball program. She will spearhead various community programs for the team and oversee both ticket sales and group sales for all Beach Dawgs home contests.

“We’re very impressed by April’s credentials, her hometown spirit, and her genuine desire to make a difference in the community,” noted Baron. “I’m sure our fans will enjoy working with her. Together we want to make this a real home run for all local baseball fans. This is *their team* and we want them to enjoy it and have fun.”

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For more information on the **Continental Baseball League**, visit the league’s website at www.CBLproball.com; for more on the **Corpus Christi Beach Dawgs**, visit www.CCBeachDawgs.com

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