



Make-A-Wish Central New York • 5005 Campuswood Drive • East Syracuse, NY 13057  
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## PRESS RELEASE

FOR IMMEDIATE RELEASE

### **Make-A-Wish® Central New York teams up with Baseballism® to make wishes for local, critically ill children come true**

**Cooperstown, NY (Sept. 1, 2021)**—Calling all baseball lovers! Make-A-Wish Central New York is celebrating baseball in Cooperstown this month by partnering with Baseballism, the baseball apparel company with roots in youth sports.

Throughout September, Baseballism's Main Street, Cooperstown location will offer a limited edition, commemorative pin for in-store donations of \$5 or more. Additionally, from Sept. 1 through 8, 10% of in-store sales will be donated to the local wish-granting organization.

Proceeds from the pin donations and in-store sales will go directly to Make-A-Wish Central New York in support of life-changing wishes for local, critically ill children.

Baseballism has been involved in youth initiatives since its inception in 2013. The idea for the company was inspired by a youth baseball camp run by four friends who played college ball together. Five years after the camp dissolved, the friends created Baseballism as a premium off-the-field brand that focuses on "the class, tradition and history of baseball."

Make-A-Wish Central New York was created in 1985 and is one of 59 independently run Make-A-Wish chapters in the United States. The nonprofit organization creates life-changing wishes for critically ill children throughout a 15-county territory that includes Broome, Cayuga, Chenango, Cortland, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego, Otsego, St. Lawrence, Tioga and Tompkins counties.

With 193 wishes in process, Make-A-Wish Central New York needs the support of generous individuals and businesses like Baseballism to ensure every medically eligible child in its territory experiences the hope and joy of a wish come true.

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## Baseballism, Make-A-Wish Central New York

For more information about Baseballism, visit [www.baseballism.com](http://www.baseballism.com). To learn more about Make-A-Wish Central New York's life-changing mission, visit [www.cny.wish.org](http://www.cny.wish.org).

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### PHOTO CAPTION:

Baseballism stores throughout the country, including the Main Street, Cooperstown location, are supporting Make-A-Wish during the month of September. A commemorative pin and a portion of sales will generate donations in support of life-changing wishes for local, critically ill children. Pictured from left to right at the Cooperstown store location are Baseballism employees Kragh Delello, Josh Rumanapp, and Collin Neer.

### About Make-A-Wish Central New York

Make-A-Wish Central New York is a nonprofit, tax-exempt organization dedicated to granting life-changing wishes for local, critically ill children. Founded in 1985, Make-A-Wish Central New York has granted nearly 2,000 life-changing wishes since inception and, in spite of COVID-19, continues to safely grant local wishes. The organization believes in the transformative joy a wish can bring and is committed to reaching every eligible child within its 15-county footprint, which includes Broome, Cayuga, Chenango, Cortland, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego, Otsego, St. Lawrence, Tioga and Tompkins counties. To lend support or learn more, visit [cny.wish.org](http://cny.wish.org), email [info@cny.wish.org](mailto:info@cny.wish.org), or call 315-475-WISH (9474) | 800-846-9474.