



April 3, 2018
FOR IMMEDIATE RELEASE
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Loons, Michigan Sugar Company Team Up for Home Run Program *Partnership to benefit Hidden Harvest to feed those in need*

MIDLAND, Mich. – The Great Lakes Loons are pleased to announce a new partnership with the Michigan Sugar Company for the 2018 season. As part of the partnership, Michigan Sugar will become the presenting sponsor of all Loons home runs for the season.

Each time the Loons hit a home run, either at home or on the road, the Michigan Sugar Company will donate 10 pounds of sugar to Hidden Harvest to help the agency fulfill its mission of curbing hunger in the Great Lakes Bay Region.

“Local ingredients being used to make a birthday cake for a kid staying in one of our local homeless shelters, warm cookies made from scratch for the meal served at a local soup kitchen, or even having a bag of Michigan Sugar included as part of a food distribution to a local family in need from one of our many food pantry partners, this is what the partnership between the Great Lakes Loons, Michigan Sugar Company and Hidden Harvest will accomplish,” said Samantha McKenzie, President & CEO of Hidden Harvest.

“The Michigan Sugar Home Runs program will add a new dimension of Great Lakes Loons-style fun to their charitable giving this year, so I will be cheering harder than ever – ‘Go Loons!’ As a food rescue and hunger relief agency in the Great Lakes Bay Region, Hidden Harvest works with more than 175 community feeding programs that in turn will benefit from Michigan Sugar Home Runs.”

Having donated 60,825 pounds of sugar to Hidden Harvest since 1998, the Michigan Sugar Company also annually donates approximately 65,000 pounds of sugar to charitable organizations and for events throughout Michigan. That sugar comes from sugarbeets planted and harvested each year by Michigan Sugar’s nearly 1,000 grower-owners.

“There is nothing sweeter than a meaningful partnership between a Bay City-based company, a Midland-based baseball team and a Saginaw-based nonprofit organization,” said Rob Clark, Director of Communications and Community Relations for the Michigan Sugar Company. “We are looking forward to a wonderful season in our farm fields and on the field at Dow Diamond, where we hope the Loons will hit plenty of long balls!”

The Great Lakes Loons have been the Single-A partner of the Los Angeles Dodgers since the team’s inception in 2007. Dow Diamond serves as the team’s home and also houses the Michigan Baseball Foundation, a 501(c)(3) non-profit public charity, and ESPN 100.9-FM. For tickets or information about the Loons, call 989-837-BALL or visit Loons.com.



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