



NATIONAL GIRLS IN BASEBALL WEEK



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Contact Us

- +613-748-5606
- mcundari@baseball.ca
- baseball.ca
- @baseballcanada



NATIONAL GIRLS IN BASEBALL WEEK

OVERVIEW



Overview

Supporting National Girls in Baseball Week can be as simple as sharing a social media post about a player, coach, umpire, administrator or volunteer that you'd like to thank, or as elaborate as hosting your own National Girls in Baseball Week event. The tools in this guide will help you create and promote NGBW content to recognize the special girls and women in your community.

Don't know where to get started? Don't worry! There are lots of ways you can participate – pick and choose whatever works for you!

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NATIONAL GIRLS IN BASEBALL WEEK

EVENT MATERIALS

Planning your own event

From community festivals and girls-only baseball clinics to special games, panel talks, and media features, there are countless ways to celebrate the power of girls in the game. Here's are some ways you can get involved:

- **Choose Your Format:** Events can be in-person or virtual and range from grassroots clinics to high-performance showcases.
- **Engage Local Partners:** Collaborate with PSOs, clubs, schools, or community centers.
- **Promote Your Event:** Share photos, stories, and shoutouts using #NGBW on social media. Don't forget to message your local media and municipal government to amplify your efforts — tools and templates are provided below.

Featured Initiatives

A full list of national, provincial and local events can be found on the **National Events Calendar**. If you do not see your event, contact info can be found on the previous page!

Want to connect with your Provincial Sport Organization? Contact information can be found on page 13.





NATIONAL GIRLS IN BASEBALL WEEK

EVENT MATERIALS



Ideas for Events and Campaigns

SCHOOLS:

- Invite a local female baseball player/coach to speak at an assembly or classroom Q&A.
- Run a poster contest for students to depict girls in baseball, with the winners shared online.
- Set up a Baseball5 activity day for all-girls teams or physical education classes.
- Include girls in baseball stories in morning announcements or school newsletters.
- Have a jersey day and classroom discussion on women in baseball/sport

LOCAL ASSOCIATIONS:

- Feature a "Girl of the Game" during every game that week, and post her NGBW profile on social media (page 7)
- Invite alumni to attend / host a Q&A
- Host a screening (with permission) of See Her Be Her
- Host a clinic, a "bring a friend" day or any other girls-only event
- Photo Booth at a Park or Festival: Create a DIY backdrop with baseball gear and a sign that says "I Play Because..." and capture community stories.

COMMUNITY PARTNERS:

- Launch a "Girls in Baseball Week Challenge" one socials with daily themes (e.g., Monday = Share a Memory, Tuesday = Shout Out a Mentor).
- Create a social media takeover by a youth player or local coach during NGBW.
- Run a donation drive for used gear that can be distributed to new girls' teams forming in your area.
- Girls in Baseball Art Wall: Set up an art station at a community center where kids can draw what baseball means to them. Post the artwork all week.
- Sidewalk Chalk Shoutouts: Host a sidewalk art session outside a local field or center where girls write messages like "Girls Belong in Baseball."



NATIONAL GIRLS IN BASEBALL WEEK

SOCIAL MEDIA



Sample Social Media Posts

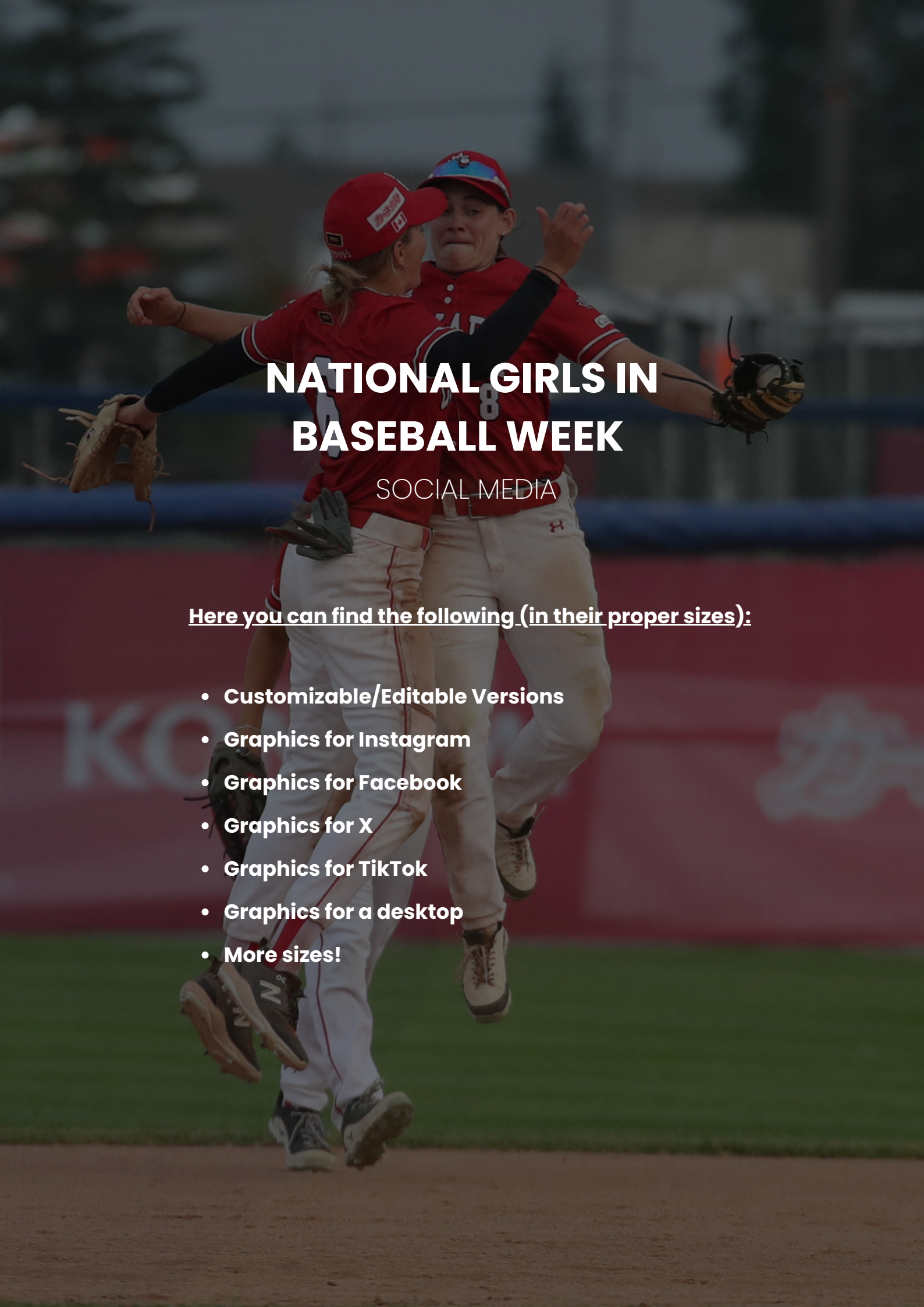
Use these throughout the week with #NGBW, and tag @baseballcanada and your PSO on whatever social media platform you prefer!

- Girls are changing the game! Join us in celebrating National Girls in Baseball Week June 22–29 as we spotlight the incredible players, coaches, and leaders in our community. #NGBW
- From coast to coast, we're celebrating girls in baseball. Share your story using #NGBW and let's amplify every voice!
- Did you know more girls are playing baseball in Canada than ever before?? Let's keep that momentum going! #NGBW
- This week is all about recognizing and celebrating. Tag a teammate, coach, or umpire who's made a difference in your baseball journey! #NGBW

There are lots of partners you can follow on social media who will have information about National Girls in Baseball Week. Be sure to tag your coach, club, or sport organization in your social media post as well!

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A photograph of two female baseball players in red jerseys and white pants celebrating on a field. They are both wearing red caps and have their arms raised in the air. The player on the right is wearing a glove. The background is a blurred baseball field with a red fence.

NATIONAL GIRLS IN BASEBALL WEEK

SOCIAL MEDIA

Here you can find the following (in their proper sizes):

- Customizable/Editable Versions
- Graphics for Instagram
- Graphics for Facebook
- Graphics for X
- Graphics for TikTok
- Graphics for a desktop
- More sizes!



NATIONAL GIRLS IN BASEBALL WEEK

SOCIAL MEDIA

#NGBW Profile Template

#NGBW Profile: Spotlighting Girls and Women in Baseball

Collect stories from participants, coaches, officials, or volunteers using the prompts below. Share these stories on social media or your website to highlight the impact of girls in baseball.

Participant Info

- Full Name:
- Role (player, coach, umpire, etc.):
- Location:

Story Questions

- 1.What do you love most about being part of baseball?
- 2.Share a favourite memory from your time in the sport.
- 3.What's one thing you've learned from baseball?
- 4.Who inspires you and why?
- 5.What's one piece of advice you'd give to a younger girl starting baseball?
- 6.Describe your experience in three words, and explain why you chose them.
- 7.What would you like to see change in the sport for girls?



NATIONAL GIRLS IN BASEBALL WEEK

MEDIA & GOVERNMENT RELATIONS



Template Website Release

National Girls in Baseball Week: June 22–29, 2025

Baseball Canada and communities across the country are coming together to celebrate National Girls in Baseball Week. From June 22–29, events, stories, and showcases will highlight the incredible contributions of girls and women at every level of the sport.

Join us by attending an event, sharing your story with #NGBW, or organizing your own celebration.

Check out the [National Events Calendar](#) to see what's happening in your province.

Template Newsletter Release

National Girls in Baseball Week is Coming Up!

From June 22–29, join us and Baseball Canada for the first-ever National Girls in Baseball Week. This national celebration will spotlight players, coaches, umpires, and volunteers who are helping grow the game for girls from coast to coast.

With events planned in every province and dozens of ways to get involved, now's the time to show your support and celebrate girls in the game. Visit baseball.ca for the events calendar and share your stories on social using #NGBW.

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[@baseballcanada](https://www.instagram.com/baseballcanada)



MEDIA & GOVERNMENT RELATIONS

Template Media Release

[Your Organization Name] to Celebrate National Girls in Baseball Week, June 22–29

[City, Province] – [Your Organization Name] is proud to join Baseball Canada and partners across the country in celebrating National Girls in Baseball Week from June 22–29, 2025. This inaugural event highlights the role of girls and women in shaping the game of baseball in communities from coast to coast.

Locally, [insert details of your event/program], and we invite media, community leaders, and residents to join us in showcasing how girls are changing the game.

With events happening in every province and territory, this national celebration will include clinics, showcases, storytelling campaigns, and leadership opportunities—all designed to increase visibility and participation of girls and women in baseball.

For more information or media inquiries, contact:

[Name, Title]

[Email, Phone]

[Website or social media]

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NATIONAL GIRLS IN BASEBALL WEEK

MEDIA & GOVERNMENT RELATIONS



Template Media Request

[Subject: Invitation to Cover National Girls in Baseball Week Event in [City Name]

Dear [Media Contact Name],

From June 22–29, 2025, Canada will celebrate the inaugural National Girls in Baseball Week, a cross-country initiative to recognize and uplift the growing number of girls and women involved in our sport.

As part of this celebration, we are hosting an event in [City Name] and would be thrilled to have your coverage to help amplify the impact of this national movement.

Event Details:

- **Event Name:** [e.g., Girls Baseball Community Day]
- **Date & Time:** [Insert]
- **Location:** [Insert address or venue]
- **Who:** [e.g., Girls ages 8–16, local athletes, Provincial Team members, community leaders]
- **What:** [Brief summary of activities, e.g., clinics, recognition ceremony, player stories]

This is a wonderful opportunity to highlight local female athletes, celebrate community inclusion, and showcase the growth of baseball for girls in Canada. We will have engaging visuals, inspiring interviews, and a strong human-interest angle to support your coverage. Please let us know if you plan to attend or would like to schedule interviews with participants, coaches, or Baseball Canada representatives. We hope you'll join us in sharing these important stories!

NATIONAL GIRLS IN BASEBALL WEEK

MEDIA & GOVERNMENT RELATIONS



Letter to Your Mayor

Encourage your mayor or local official to recognize National Girls in Baseball Week by issuing a proclamation. A sample letter is included below.

Subject: Celebrate National Girls in Baseball Week in [Your City]

Dear Mayor [Name],

From June 22–29, 2025, communities across the country will be celebrating National Girls in Baseball Week – the first of its kind in Canada. With events happening in every province, this week is all about recognizing the incredible impact that girls and women have in baseball as players, coaches, officials, and leaders.

We'd love for [City/Town Name] to get involved by issuing a proclamation or joining us for a photo opportunity. It's a great way to show support for gender equity in sport and highlight local athletes and volunteers who are making a difference.

Baseball Canada is working closely with Provincial Sport Organizations and community groups to make this a truly national celebration. {Provide examples of anything going on in your Province}.

We've included a draft proclamation and would be happy to provide more info or help coordinate a local event.

Thank you very much for your support,

[Your Name]

[Your Role or Organization]

[Email & Phone Number]



NATIONAL GIRLS IN BASEBALL WEEK

MEDIA & GOVERNMENT RELATIONS



Mayoral Proclamation Template

Encourage your mayor or local official to recognize National Girls in Baseball Week by issuing a proclamation. A sample letter is included below.

WHEREAS National Girls in Baseball Week recognizes the contribution of girls and women across Canada who are transforming baseball through participation, leadership, and community building;

WHEREAS this initiative promotes inclusion, skill development, and leadership opportunities for girls at all levels of the game;

WHEREAS [City Name] is proud to support gender equity in sport and recognizes the impact of sport in creating confident, resilient youth;

NOW, THEREFORE, I, [Mayor's Full Name], Mayor of [City Name], do hereby proclaim June 22–29, 2025 as National Girls in Baseball Week in [City Name].

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NATIONAL GIRLS IN BASEBALL WEEK

PSO CONTACTS



Email: info@baseballalberta.com

Phone Number: (604) 586-3310



Email: info1@baseball.bc.ca

Phone Number: (780) 427-8943



Email: baseball.info@sportmanitoba.ca

Phone Number: (204) 925-5763



Email: brittany@baseballnb.ca

Phone Number: (506) 267-2064



Email: baseballnl@sportnl.ca

Phone Number: (709) 576-3401



Email: baseball@sportnovascotia.ca

Phone Number: (902) 425-5454 ext. 355



Email: admin@playoba.ca

Phone Number: (519) 740-3900



Email: baseball@sportpei.pe.ca

Phone Number: (902) 368-4203



Email: info@baseballquebec.qc.ca

Phone Number: (514) 252-3075



Email: tyson@baseballsask.ca

Phone Number: (306) 780-9237