Coca-Cola and The BASE Join Forces to Empower the Next Generation of Urban Leaders

_Coca-Cola serves as presenting sponsor of the BASE HITZ Summer All-Star Game at Fenway Park; Underwrites Urban Youth Career Resources Program_

Boston, MA, August 9, 2019 – As the presenting sponsor of the BASE HITZ Summer All-Star Game at Fenway Park on Sunday, August 11, The Coca-Cola Company and local partner, the Coca-Cola Bottling Company of Northern New England, are continuing their ongoing commitment to providing career resources for urban youth by connecting them to local businesses and possible job opportunities. By extending its partnership with The BASE, a Roxbury-based nonprofit committed to shifting the national narrative concerning urban youth, Coca-Cola is energizing its investment in strengthening urban communities throughout Boston.

“Coca-Cola is proud of our history of supporting The BASE and its incredible student-athletes,” said Nick Martin, Director of Public Affairs & Communications, The Coca-Cola Bottling Company of Northern New England. “We’re excited to support career development initiatives that will help open doors for young people and ultimately help provide local businesses like ours with a talent pipeline. It’s more important now than ever before that companies step up to support their communities and show the next generation that we’re committed to their success – no matter where you come from, or how you look.”

The 2nd Annual BASE HITZ Summer All-Star Game, which will be played at Fenway Park on Sunday, August 11 following the Red Sox game, features some of the area’s best young baseball talent. The BASE HITZ teams participating in the All-Star game are:

- Route 1 Complex of Danvers
- The Dugout of Lynn
- Roslindale Stars
- Providence Sports & Leadership
- Somerville Prospects
- The BASE (Roxbury)

“The BASE is incredibly humbled by the support of Coca-Cola and the Red Sox, two powerhouse brands who enjoy one of the longest and most exciting partnerships in sports,” said Robert Lewis, Jr., Founder and CEO, The BASE. “For the urban youth who are representing such inner-cities as Lawrence, Providence, Somerville and Roxbury, playing at one of the most iconic sports stadiums in the world, on a field that is home to one of the most revered sports franchises on the planet, is a dream that has become their unfathomable and surreal reality. This Sunday at Fenway Park, Coca-Cola, the Red Sox and The BASE will collectively demonstrate that when we work together, celebrate our differences, and focus on empowering the next generation of urban leadership, we can break down barriers and unify diverse communities.”

Coca-Cola’s $25,000 sponsorship of the BASE HITZ Summer All-Star Game will help fund The BASE’s career-focused programming at its national headquarters in Roxbury, MA. The program will help its 1,500 student-athletes become more aware of the different career paths, job opportunities and experiences offered by businesses in a variety of industries.

For more information, please visit The BASE and follow The BASE on Instagram, Twitter and connect with The BASE on Facebook.

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EDITOR’S NOTE: If you are planning to cover the All-Star game, please enter through Gate D at the corner of Jersey and Van Ness streets. Gates will open approximately one hour after the Red Sox game ends (5:45pm). A short speaking program featuring Coca-Cola, The BASE and the Red Sox will be held prior to the start of the game.