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Remarks for Everyone Wins Campaign Press Conference, delivered on November 16, 2011

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Remarks for Press Conference
Everyone Wins Campaign
November 16, 2011
Arend D. Lubbers

The late Dick Gillett and former President of Old Kent Bank was legendary in fundraising for community causes. He liked campaigns he called twofers or threefers; you gave your money or made a pledge once, but the community received two or three benefits. The Everyone Wins campaign is a threefer. First- the economy of West Michigan is enhanced, two-athletes and teams from all over the upper Midwest including our local baseball players will have the best venue for tournaments, and three-players with special needs will have what is called a miracle field so they can participate in the sport. You can't get a better deal than that.

Our community has quietly raised in cash and pledges nearly 4.3 million dollars of the 6 million dollars phase one fundraising goal. We, the members of the Sports Commission thank those who have contributed, and publically recognize their generosity (unveil donor board). This is a significant achievement, and again a demonstration of the West Michigan spirit of philanthropy. Today we launch the public campaign, Everyone Wins, to raise the final \$1,700,000. We reach out to baseball fans, coaches, families, fans of all sports and recreational activities, public commissions, councils and boards, and those who want to do everything they can to help our West Michigan economy grow. We invite you to help us reach our goal.

No gift is too small, just as none are too large. There will be special donor recognition for gifts of \$150 and above. It's easy to give. Visit EveryoneWinsHere.org or pick-up one of our informational brochures as you leave today. I'll bet you of the media have never been solicited at a press conference before. We will stop at nothing to make this campaign successful. When West Michigan pitches in, everyone wins.

Thank you and now we'll open it up to your questions.