

**Rod Dedeaux Foundation**  
**Ashley Glass**  
**714-267-2604**  
[ashley@dedeauxfoundation.com](mailto:ashley@dedeauxfoundation.com)

***FOR IMMEDIATE RELEASE***

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## **Rod Dedeaux Foundation Announces Partnership with Gatorade**

*Gatorade Partnering for the Rod Dedeaux Foundation Annual Youth Clinic*

Los Angeles (April 18, 2018) – The Rod Dedeaux Foundation reached a partnership with Gatorade to provide product placement and sampling for their annual Youth Clinic. Gatorade will be providing product to all participants which includes coolers with Gatorade thirst quencher, energy chews, and a 20 oz. bottle of Gatorade. There will be Gatorade signage incorporated throughout the Youth Clinic. Collegiate Sports Management Group worked with the Rod Dedeaux Foundation in brokering this partnership.

“The Rod Dedeaux Foundation is thrilled to partner with Gatorade at our annual Youth Clinic at USC Dedeaux Field this year,” said Executive Director Brett Dedeaux. “This valuable collaboration will further enhance our mission of changing the lives of under-served youths and providing the support so that they can attend college and enhance their lives.”

The Youth Clinic, put on by the Rod Dedeaux Foundation provides Los Angeles inner city youth with professional baseball and softball training. Over 100 youth encompassing five organizations throughout the LA area will be participating in this year’s clinic. Volunteer coaches include the Golden Spikes Award finalists along with Orioles and USC Hall of Famer Don Buford. Buford is the 2018 recipient of the Rod Dedeaux Lifetime Achievement Award.

The Youth Clinic will be held at USC’s Rod Dedeaux Field on Wednesday, June 27th. It is part of the Rod Dedeaux Foundation’s prestigious events; highlighted by the Rod Dedeaux Foundation Awards Dinner which honors the finalists and winner of the Golden Spikes Award in partnership with USA Baseball, the USA Baseball Rod Dedeaux Manager of the Year which will be awarded to USA World Baseball Classic Manager Jim Leyland and the Rod Dedeaux Lifetime Achievement Award.

### **About The Rod Dedeaux Foundation**

The Rod Dedeaux Foundation was founded in honor of College Hall of Fame and former USA Olympic baseball coach, Rod Dedeaux, to support youth baseball and softball programs in underserved areas. Through the efforts of partners, the Foundation helps support over 20,000 at-risk youths per year with valuable programs. Please visit [www.dedeauxfoundation.org](http://www.dedeauxfoundation.org) for more information.

### **About Collegiate Sports Management Group**

CSMG is a “College Properties Group” that drives the business performance of collegiate athletic conferences and institutions, providing them with a successful growth strategy, and generating revenue to support their athletic departments and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation and Distribution, Media Rights Strategy and Negotiation, Sponsorship Sales and Licensing. To learn more about Collegiate Sports Management Group clients and case studies, visit [www.collegiatesmg.com](http://www.collegiatesmg.com).

### **About Gatorade**

The Gatorade Company, a division of PepsiCo (NYSE: [PEP](http://www.pep.com)), provides sports performance innovations designed to meet the needs of athletes at all competitive levels and across a broad range of sports. Backed by a 50-year history of studying the best athletes in the world and grounded in years of hydration and sports nutrition research at the Gatorade Sports Science Institute, Gatorade provides scientifically formulated products to meet the sports fueling needs of athletes in all phases of athletic activity. For more information and a full list of products, please visit [www.gatorade.com](http://www.gatorade.com).