



# LETHBRIDGE BULLS ANNOUNCE

## LANDMARK CAMPAIGN PROMOTING BASEBALL





## Lethbridge Officially Steps Forward as “Baseball’s Home” with Landmark Campaign Launch

**140-year baseball legacy recognized through new city-wide initiative, debuting with the Canadian Grand Slam of Baseball Showcase & Festival**

**LETHBRIDGE, AB** — This is a story more than a century in the making.

Since **1885**, baseball has been part of the fabric of Lethbridge — played on local fields, built by volunteers, supported by families, and carried forward through generations.

Now, for the first time, that legacy is being formally brought together under one identity:

**“Lethbridge: Baseball’s Home”  
“Still Playing Ball since 1885”**

The Lethbridge Bulls, alongside the **City of Lethbridge, Tourism Lethbridge, Lethbridge Sport Council**, and community and baseball partners, are proud to introduce a new, long-term campaign that recognizes the city’s place in the game — past, present, and future.

### **A Campaign Built by the Community**

This designation is not about a single team, league, or event. It reflects everyone who has been part of baseball in Lethbridge and the surrounding region — players, coaches, volunteers, families, fans, and partners — over the past 140 years. “This belongs to the community,” Kevin Kvame, President/CEO of the Lethbridge Bulls commented. “Baseball in Lethbridge has always been built by people who care about the game and each other. This campaign simply puts a name to something that has always existed.”

The **Baseball’s Home** campaign will serve as a unifying platform — connecting events, facilities, organizations, and partnerships under one shared story. **As Part of the launch of this initiative, the Bulls are coordinating the Canadian Grand Slam of Baseball Showcase & Festival.** The campaign will officially come to life in **May 2026** through this event which runs from **May 21–31, 2026**. The 11-day, city-wide event will act as the first major expression of Baseball’s Home — bringing together all levels of the game in one coordinated experience.

Festival highlights include:

- The **Canadian College World Series (CCBC) from May 21-24** featuring Lethbridge’s own Prairie Baseball Academy competing for the title of Canadian College Champions.
- The **Baseball Canada Super Regionals from May 28-31** for Alberta, Saskatchewan, and Manitoba for the nation’s top 19 year old talent to attend the Road to Okotoks Justin Morneau Cup National Championship.
- **Lethbridge Bulls Opening Week at Spitz Stadium with games May 28 & 29**
- The Canadian **Baseball Legends Gala featuring Kevin Pillar May 27** will be a chance to celebrate the game and raise funds for baseball development facilities as well as **KidSport**.
- A provincial **Little League T-Ball Jamboree** designed to connect the new 4-6 year old stars of the game to a new focus on this level of the game **on May 29-30**.

- A special women's night presentation focused on attracting more women to the game called "**Champions Beyond the Diamond**" on May 25.
- Youth camps, tournaments, and community programming will complement the showcase as well
- Festival experiences including live music, food vendors, and family activities

The event is designed to showcase not just baseball in Lethbridge — but the role the community plays in it.

### **Bulls Baseball at the Centre**

The Lethbridge Bulls enter their 26<sup>th</sup> season as the longest lead occupant for Lethbridge baseball ever. The team will anchor the on-field experience during the festival, opening their **2026 Western Canadian Baseball League season** at Spitz Stadium.

Opening Week will feature:

- The **WESTCO Home Opener vs. Brooks Bombers** on May 27
- The premiere of the new **Chase the Base** fan interactive game leading to a winner on **Spitz Fan Appreciation Night** who will win a trip for 2 to see the Toronto Blue Jays at Rogers Center later in the summer.
- A matchup with the **Swift Current 57's on the first Gas King Family Friday**
- Special appearances by **Toronto Blue Jays alum Kevin Pillar** on Friday as well
- Theme nights and community activations will be bigger than ever!

### **Building Toward What's Next**

The launch of Baseball's Home in 2026 is just the beginning.

The campaign will continue to build momentum into **2027**, when Lethbridge hosts the **Little League Canadian Championship**, marking the **75th anniversary of Little League in Lethbridge** and bringing national attention to the city as teams compete for a place at the Little League World Series.

Together, these events represent a broader vision — one that positions Lethbridge as a consistent and meaningful destination for baseball in Canada.

### **A Community Effort and the adding to the story that continues...**

Organizers are calling on the community to once again play a role — with volunteer opportunities across all aspects of the festival. From game-day operations to youth programming and special events, the Canadian Grand Slam of Baseball Showcase & Festival will be built by the same spirit that has sustained baseball in Lethbridge for generations.

So, For 140 years, baseball has been played in Lethbridge. Fields have changed. Players have come and gone. The game has evolved. But the connection between the city and baseball has remained. Now, that story has a name. **Baseball's Home.**

**More details, including schedules, ticket information, and additional information can be found at [www.bullsbaseball.com](http://www.bullsbaseball.com)**

### **For Information on this please contact:**

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# THE CANADIAN GRAND SLAM OF BASEBALL SHOWCASE & FESTIVAL



## EVENT BREAKDOWN

<p><b>May 21 - 24</b></p> <p><b>Canadian College World Series 2026</b></p> <p>Prairie Baseball Academy competes against the top teams from the collegiate league for a chance to become Canadian College World Series Champions!</p>	<p><b>May 21 - 24 &amp; May 28 - 30</b></p> <p><b>Canadian Grand Slam Festival @ Spitz Stadium</b></p> <p>It's not just baseball! Live local bands, food trucks, vendors, beer gardens, kids activities, bouncy castles, and interactive experiences outside Spitz Stadium!</p>	<p><b>May 22 - 24</b></p> <p><b>Mitch Ball Memorial Baseball Tournament</b></p> <p>The Mitch Ball Memorial Tournament, held across Lethbridge, pays tribute to beloved umpire Mitch Ball and features teams from a variety of age groups.</p>	<p><b>May 25</b></p> <p><b>Champions Beyond the Diamond: Women's Night</b></p> <p>A free evening at the Sandman Signature Lethbridge Lodge, organized by women for women, featuring speakers, stories, laughs, and connection. Welcoming moms, grandmas, aunts, sisters, and women of all ages.</p>
<p><b>May 26</b></p> <p><b>15th Annual TCMH Memorial Game &amp; Kids Camp</b></p> <p>This game that honors Tanner Craswell and Mitch Maclean blends a unique "Banana Ball" style of fun with music, food, entertainment, and community.</p>	<p><b>May 27</b></p> <p><b>Legends of Canadian Baseball Gala with Kevin Pillar</b></p> <p>Join us at the Sandman Signature Lethbridge Lodge for the Canadian Baseball Legends Gala with Kevin Pillar, live Q&amp;A, auctions, and a night celebrating the game.</p>	<p><b>May 27 - 31</b></p> <p><b>Super Regional - Prairie Qualifier</b></p> <p>Top teams from Manitoba, Saskatchewan, and Alberta converge on Lethbridge for an intense competition to earn a spot at the Justin Morneau Cup National Championship in Okotoks this July.</p>	<p><b>May 28</b></p> <p><b>Lethbridge Bulls WESTCO Home Opener</b></p> <p>The Bulls return to Spitz Stadium vs the Brooks Bombers in the Westco Home Opener - kicking off the season with a full night of baseball and community.</p>
<p><b>May 29</b></p> <p><b>Celebrity Kids Camp with Kevin Pillar</b></p> <p>Train with Kevin Pillar at Canola Harvest Field, featuring on-field instruction, a camp T-shirt, autographed photo, a Bulls Ring and a Bulls game ticket for May 29th.</p>	<p><b>May 29</b></p> <p><b>Lethbridge Bulls vs Swift Current 57's</b></p> <p>The first Gas King Family Friday, It's School's Out Post Secondary Night at Spitz Stadium! Watch the Lethbridge Bulls take on the Swift Current 57's and kick off summer.</p>	<p><b>May 29 &amp; 30</b></p> <p><b>Little League Girls Got Game Celebrity Camp</b></p> <p>A fun camp at Yoshinaka Field where young athletes learn from Kevin Pillar. Featuring on-field instruction, a T-shirt, signed photo, a Bulls Ring and a Bulls game ticket.</p>	<p><b>May 29 &amp; 30</b></p> <p><b>Little League Alberta Tee-Ball Jamboree</b></p> <p>A fun, festival-style tee-ball event featuring games, activities, a movie, a Bulls experience, and a parents information session. Located at Spitz Stadium and Lakeview Fields.</p>