



PRESS RELEASE

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theBMSproject.org AND THE BLUE SPRINGS BASEBALL LEAGUE ANNOUNCE AFFILIATION

Kansas City, MO – November 2, 2022, theBMSproject.org (BMS) and the Blue Springs Baseball League recently announced their intention to enter into an affiliation whereby BMS will provide educational and advisory Life-Psych materials to help foster positive competitive environments and experiences for the league’s participating families and young athletes, as well as to promote mental health awareness and contribute to suicide prevention. BMS never passes judgement or assigns labels and fully endorses the role of parents to determine what is best for their children. In its assigned role, BMS works in conjunction with the local mental health community, as well as youth sports advocates including parents, coaches, mentors, officials and school counselors.

“We are delighted to have this opportunity to serve the community of Blue Springs and support the Blue Springs Baseball League...” said BMS’ Executive Director, Bob Martin. “We share the same values and the common goal to make youth sports participation a fun, rewarding and character-building experience for all young athletes and their parents.”

BMS proudly supports youth baseball — and all youth sports and competitive activities — in Blue Springs and surrounding communities. In these unusual times of high stress stemming from the negative effects of social media, world affairs and the pandemic, youth sports is able to provide a shining beacon of hope and positivity.

“Blue Springs Baseball is committed to supporting the physical and mental health of our players.” said Casey McGinnis, Blue Springs Baseball League’s (title). “Partnering with, BMS has provided us with the tools and training to recognize and meet the needs of players facing mental health challenges. We are so grateful for their experience and expertise.”

BMS’ initial affiliations are with Blue Springs baseball and softball, and will be adding more sports, leagues and adjoining communities in the near future, as well as affiliating with other local youth organizations engaged in non-athletic, competitive activities.

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About theBMSproject.org (BMS), a dba of The BMS Project, Inc.: <https://thebmsproject.org/>

Founded in January 2022, The BMS Project, Inc. is a 501(c)(3) Missouri nonprofit corporation whose mission is to assist amateur sports advocates to create positive competitive environments and experiences for athletes and competitors of all ages and their families. We define “youth sports’ advocates” as parents, coaches, mentors, officials and school counselors. In addition, theBMSproject.org strives to promote mental health awareness and contribute to suicide prevention. “BMS” stands for body, mind and spirit. To accomplish our mission, we work closely with mental health service providers, partners, affiliates, youth organizations, colleges, advocates and parents to provide healthy lifestyle resources and easily accessible mental health assistance.

About The Blue Springs Baseball League: <https://www.bluespringsbaseball.org/>

Located in Blue Springs, MO, the Blue Springs Baseball is a 501(c)(3), nonprofit organization that has been providing a quality baseball program for the youth (4-19 years old) of Blue Springs and surrounding areas for over 55 years. Tournaments are open to teams throughout the Midwest, as well as area teams.