



Members of the Junior Elite coaches and players (left) and the Junior AA coaches and players of the Pirates 440 Laval Chevrolet (right) with Alex Tagliani (centre in ball cap) during the announcement of the dealership's major commitment to baseball in Laval.

MARK LIDBETTER PHOTO

Baseball Laval announces major sponsorship and busy season of ball

By Mark Lidbeter
The Suburban

In amateur sports, the most elusive element is sponsors, those community-minded businesses that commit money to programs within their community. Last week Baseball Laval was thrilled to announce a major commitment from 440 Chevrolet Laval. For the next three seasons, the dealership will be part of Laval Baseball, from the first pitch to the final event the year the Gala 440 Chevrolet Laval. All uniforms will sport the dealership's logo to recognize the partnership. That is not just the uniforms for the minor baseball squads but also for the players in the second-year Challenger program which provides baseball to handicapped youths and for the Community Baseball program that Baseball Laval offers to the Laval Youth Centre.

"We are very pleased with the commitment of 440 Laval Chevrolet," Richard St. Amour, president of Baseball Laval said. "It is significant and important to Laval baseball and the players our region."

The 440 Chevrolet Laval deal-

ership will also be a major partner with the elite and AA junior teams in Laval for the next five years. The Junior Elite squad will now be known as the Pirates 440 Chevrolet Laval and the Junior AA Associates will also sport the same brand. All other double letter Laval teams will remain as the Associates. "I want to thank the partner for this very valuable support for our organization," Jacques Continnelli, president of the Pirates said.

Taking part in the event was 440 Laval Chevrolet's spokesperson race car driver Alex Tagliani.

Tagliani was presented with a Pirates jersey, which happens to match his racing colours and sported the number 18, his car's number.

"This is very important to the owners of the dealership," Tagliani said. "Promoting young people to take part in sporting activities in today's world is important. And for me, I've found a home with this dealership and have the privilege to be associated with people who I like and respect, especially of their commitment to their community."

It will be a full slate of activities

for Baseball Laval this summer starting with Opening Weekend of A and B play set for May 21-23 at the Centre de la Nature Laval. June will be hectic with three sets of the popular Triple Jeu challenge concluding with the regional event on June 19. The Junior Elites will also be busy as they host their annual Open House evening where all players, coaches and officials will be welcomed to Parc Paul-Marcel-Maheu on June 10. June 18 the Pirates 440 Laval Chevrolet will hold a fundraising event with the famed Quatre Chevaliers softball squad providing the entertainment.

As the summer rolls out, Baseball Laval will host the popular Rally Cap Festival, hold the regional championships and host two Provincial Championship events in the Mosquito B and Mosquito AA categories. "I am definitely going to be involved in as many of these events as I can throughout the summer," Tagliani said. "Especially now being a Lavallois, giving back is important." ■

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