

# MAKING FAMILY LIFE MORE FUN

## Ice Cream Scores At Minor League Ballparks

(NAPSA)—Minor League baseball is really hitting a home run with fans of our national pastime. Not only does Minor League ball give people the chance to see tomorrow's stars today, but it also provides a more affordable family option than a trip to a big-league park.

An estimated 40 million Americans have taken in a Minor League game, with attendance up nearly 20 percent over the last 10 years. In addition, approximately 43 percent of attendees are women, and more than 50 percent have children under age 18. As such, the 160 Minor League teams hold a strong appeal for families looking to spend quality time together, doing something they can all enjoy.

Watching a baseball game together gives families the opportunity to relax and enjoy a wonderful afternoon (or evening) together. The pace of baseball—slower than many other sports—plus the breaks between half-innings give people time to talk and soak up the sights and sounds of the park while forging at least nine innings of delightful memories.

Baseball also presents patrons with reasons to show up early. For example, some stadiums offer tours where fans can explore the hallowed halls. Meanwhile, batting practice (which usually ends an hour or so before game time) lets youngsters get down close to the field, where they can collect autographs and watch their favorite players hit balls into the seats.

Another thing that many people enjoy about going out to the ballpark is the food. While some have their traditional favorites, a variety of tasty treats can be found



**Ice cream treats are just another thing to enjoy when spending time with the family at a minor league baseball game.**

at the concession stands, satisfying everyone's hunger for something fun to enjoy on game day.

A cool example is Nestlé Drumstick, the original sundae cone. This frozen confection is available at many Minor League parks, as well as in the grocer's freezer. And as part of the company's commitment to fostering the love of the game, Nestlé sponsors "Drumstick Family Days" at many ballparks. While promotions vary, fans can often trade in proofs of purchase for tickets.

In addition, people have the opportunity to order a set of authentic Topps trading cards personalized with their favorite Little Leaguer's picture. When they purchase two Nestlé Drumstick products, baseball fans can go to [www.drumstick.com/topps](http://www.drumstick.com/topps) where they will provide proofs, upload photos and select card designs.

To learn more about Drumstick Family Days and other ways to enjoy these ice cream treats and America's game, visit the Web site at [www.drumstick.com](http://www.drumstick.com).