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## HeroBox Named Atlanta Braves "All-Star" in PEOPLE Magazine's "All-Stars Among Us" campaign

Major League Baseball, PEOPLE and the Atlanta Braves announced **Ryan Housley** as the Braves "All-Star" of the "All-Stars Among Us" campaign, which recognizes individuals who are serving their communities in extraordinary ways. Ryan is the winner out of three people nominated for the Braves baseball team for his community service through HeroBox, a non-profit organization dedicated to supporting the troops by sending custom care packages to deployed troops overseas. Housley will be honored during the pre-game ceremony at the 2009 MLB All-Star Game in St. Louis on July 14 on FOX, at which President Barack Obama will throw out the ceremonial first pitch.

People Magazine teams up with the 2009 MLB All-Star Summer events dedicated to charitable initiatives and recognition of the importance of community service for our nation's growth. Nearly three quarters of a million votes were cast at PeopleAllStars.com by fans across the nation to select the 30 "All-Stars Among Us" winners (one per MLB Club) out of the pool of 90 finalists who are serving as leaders within their communities. One winning "All-Star Among Us" will be featured in PEOPLE the week of the All-Star Game.

The image shows a screenshot of the 'People All-Stars Among Us' voting page for the Atlanta Braves. At the top, it says 'People ALL-STARS AMONG US' with the MLB logo. Below that, it says 'VOTE NOW!' and 'Add PEOPLE All-Stars to your Facebook page!'. The text explains that they've narrowed the field and found individuals who have gone above and beyond to serve their community. There are 3 finalists representing each Major League Baseball team. The top vote-getter for each team will attend and be honored at the 2009 MLB All-Star Game, and one will be featured in PEOPLE magazine.

The voting instructions are:

- STEP 1** Choose any MLB team (or teams)
- STEP 2** Vote for one of the 3 finalists representing that team.
- STEP 3** Pick another team to vote for more All-Stars.

It also says: 'Come back again! You can vote more than once. Keep voting to send your favorites to the MLB All-Star Game in St. Louis! Voting ends June 24.'

Below the instructions, there's a row of MLB team logos, with the Atlanta Braves logo highlighted. Underneath, there are three candidate profiles:

- OLIVIA BUCKMON**: 'VIEW MY PITCH\*' after her daughter died from gastric cancer, Olivia
- HALEY KILPATRICK**: 'VIEW MY PITCH\*' At the age of 11, Haley Kilpatrick was diagnosed
- RYAN HOUSLEY**: 'VIEW MY PITCH\*' (no text visible)

Each profile has a 'VOTE FOR ME' button. To the right of the profiles is a section titled 'RYAN'S PITCH' with a photo of Ryan Housley. The text reads: 'Inspired by conversations with his younger brother Evan, deployed in Iraq, Ryan Housley started HeroBox to support soldiers in combat. The non-profit organization supplies packages customized to a soldier's specific needs. Demand grew quickly, and Ryan now works full time to fulfill requests so that every soldier feels appreciated.'

The Peachtree City based non-profit organization HeroBox began with Ryan Housley sending care packages to his brother, US Army Specialist Evan Housley. Ryan put up a simple web page (HeroBox 1.0) to field special requests from Evan and other soldiers in his brother's unit. As



word spread, the demand outweighed the supply and the little web page soon became a non-profit organization: HeroBox.org.

HeroBox currently houses over 2600 soldiers in their database, all awaiting a custom care package specific to their needs. The organization is powered by volunteers across the nation to supply care packages to those soldiers. "Our mission is to provide troops with whatever they need to keep morale high while they serve and protect our country abroad," says Founder Ryan Housley. "Right now, we have 200 citizen sponsors that have adopted soldiers, and we need more to cover all 2600 heroes."

In addition, Major League Baseball is supporting President Obama's call for community service through "United We Serve," a program which encourages Americans to engage in sustained and meaningful community service. President Obama is encouraging all Americans to visit [www.serve.gov](http://www.serve.gov) to find service opportunities in their area.

The 80th Major League Baseball All-Star Game will be televised nationally by FOX Sports, with pre-game ceremonies beginning at 8:00 p.m. ET, in Canada by Rogers Sportsnet and Sportsnet HD and televised in more than 200 countries and territories by Major League Baseball International.

For additional information on how you can get involved with HeroBox visit [www.herobox.org](http://www.herobox.org) and connect with us on Facebook, MySpace, and Twitter.

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