# Stepping up to the plate: Baseball Australia renounces alcohol ads

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| **Author** | Editorial |
| **Date** | 2019-02-26 11:47:11 |
| **Categories** | Community stories  |

### Australia’s rising baseball star Mitch Edwards believes Baseball Australia has made a fantastic strategic play by becoming the first major Australian sporting code to officially join the campaign.

Australia’s rising baseball star Mitch Edwards is making a name for himself in the US with Major League Baseball club the Philadelphia Phillies.

He’s also a vocal ambassador for the *End Alcohol Advertising in Sport* campaign, and believes Baseball Australia has made a fantastic strategic play by becoming the first major Australian sporting code to officially join the campaign.

“It's really exciting that we get to step up, be the leader, and show the other codes the way. Baseball Australia is the first national sporting code in Australia to join the campaign to end alcohol advertising in sport, so it's massive and I'm really proud to be involved,” said Mitch.

The partnership between Baseball Australia and *End Alcohol Advertising in Sport* will see the campaign promoted nationally at Little League games and promoted on Baseball Australia’s digital and media platforms and distributed to the baseball clubs and members throughout Australia.

Alcohol is the major contributor to the three leading causes of death among Australian teenagers: unintentional injury, homicide and suicide. And there is extensive research showing that exposure to alcohol marketing leads kids to drink more frequently, at dangerous levels, and from an earlier age.

Welcome, Baseball Australia, to the *End Alcohol Advertising in Sport* team.

### Metadata

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| **Views** | 469 |