MEDIA ADVISORY

Utah Youth Sports Giving Day Charitable Campaign Launches at Salt Lake Bees "Bee Charitable Night"

Donations go live at 6 pm on Saturday, Sept. 12

WHAT: Media are invited to cover the public launch of Utah Youth Sports Giving Day during the Salt Lake Bees' Bee Charitable Night on Saturday, Sept. 12, at The Ballpark at America First Square.

The statewide campaign will open for public donations at 6 p.m. Utahns can visit utahyouthsportsgivingday.com to choose and support a participating youth sports nonprofit. Donations will remain open through 11:59 pm on Sept. 26.

The inaugural campaign is led by Miller Sports + Entertainment, the Larry H. & Gail Miller Family Foundation and the Daniels Fund. It aims to raise $3 million in total support for Utah youth sports nonprofits, with at least $1.5 million in matching funds committed by campaign partners, including Utah 2034.

Bee Charitable Night will showcase the organizations and young athletes who benefit from expanded access to sports. More than 40 nonprofit organizations will be tabling in America First Square, giving fans the opportunity to learn more about their work and the young athletes they serve. Participating nonprofit partners will also be featured throughout the game.

WHEN: Saturday, September 12
5:30 pm: Nonprofits tabling in America First Square
6 pm: Donations open

6:21 pm: First pitch
6:35 pm: Game begins

WHERE: The Ballpark at America First Square
11111 Ballpark Dr, South Jordan, UT 84009

Media may park in the VIP lot. Please present your media credentials to the gate attendant

WHO: Michelle Smith, President of Miller Sports + Entertainment
Luke Ragland, Chief Impact Officer of the Daniels Fund
Abby Osborne, Vice President of Impact, Engagement, and Enterprise Operations for the 2034 Organizing Committee
Representatives from over 40 youth sports nonprofit organizations

VISUALS: Nonprofit partners, youth athletes participating in on-field moments, campaign leaders and the public launch of the donation platform

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RSVP:
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About Utah Youth Sports Giving Day
Utah Youth Sports Giving Day is a collaborative effort between Miller Sports + Entertainment, the Larry H. & Gail Miller Family Foundation, the Daniels Fund and nonprofit organizations across Utah that provide organized sports opportunities for youth ages 18 and under. Through a concentrated two-week campaign each year, participating nonprofits raise essential funds to help more kids access quality sports experiences – regardless of their family's income or background. Utah Youth Sports Giving Day invites Utahns to give generously so every child in our state can enjoy the many benefits of athletics. Learn more at utahyouthsportsgivingday.com.