



## **New Braves Spring Training Ballpark Named *CoolToday Park***

### ***CoolToday signs 20-year Naming Rights Deal***

**North Port, FL** (December 4, 2018) – The new Spring Training home of the Atlanta Braves has its name: CoolToday Park.

Earlier today the Atlanta Braves announced a partnership with CoolToday for the naming rights of their new Spring Training ballpark, slated to host its first game on Sunday, March 24 with the Braves taking on the Tampa Bay Rays at 4:05 p.m. Financial terms of the agreement were not disclosed.

“As part of our commitment to maintain a lifelong relationship with our community, this partnership with the Braves organization, City of North Port, and Sarasota County will cement our presence and strategy for southern Sarasota County,” said Jaime DiDomenico, President/Owner of CoolToday. “The Braves have a proven track record of building strong ties to the community they operate in and we look forward to enhancing those ties going forward. I’m very excited about what the future holds.”

The 20-year agreement includes scoreboard and dugout signage for CoolToday as well as exterior signage and promotional opportunities for additional events held at the facility.

“This is a new chapter in Braves history and one that strengthens Florida as our home away from home,” said Mike Plant, President and CEO of Braves Development Company. “CoolToday and the Braves share deep roots in the state of Florida and we couldn’t imagine a more perfect partner for this facility.”

The state of Florida has been the home of Braves Spring Training for 96 of the last 103 seasons, including each of the last 73 springs since 1946 and are tied for the longest consecutive run of training in Florida of any team in baseball – the Cardinals, Phillies and Tigers have also trained in Florida every year since 1946.

CoolToday Park is being developed by the Braves in partnership with Sarasota County, the City of North Port and West Villages/Mattamy Homes. Ground breaking on the facility occurred on October 16, 2017 and the first full Spring Training season will happen in 2020.

In conjunction with today’s unveiling a new Facebook page will go live today for the facility. To check out photographs and information on CoolToday Park go to [www.facebook.com/CoolTodayPark](http://www.facebook.com/CoolTodayPark).

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**Logos:** [https://www.dropbox.com/sh/isal7scupnklf1z/AADuq\\_M6j6XI0r3QL\\_eOlb9Qa?dl=0](https://www.dropbox.com/sh/isal7scupnklf1z/AADuq_M6j6XI0r3QL_eOlb9Qa?dl=0)

### **About Atlanta Braves**

Based in Atlanta since 1966, the Braves are the longest continuously operated franchise in Major League Baseball. Since 1991, Braves teams have earned two National League wild cards, 16 division championships, five National League pennants, and a World Series title. Atlanta Braves games are telecast on FOX Sports South and FOX Sports Southeast. Radio broadcasts can be heard in Atlanta on 680 the Fan (AM), WYAY-FM (106.7) and regionally on the Atlanta Braves Radio Network. Follow the Braves at [www.braves.com](http://www.braves.com), [facebook.com/braves](https://facebook.com/braves), and [twitter.com/braves](https://twitter.com/braves).

### **About CoolToday**

CoolToday has grown its business by building upon its vision of being “Florida’s Best Home Service Company through establishing long-lasting relationships with its clients.” This has resulted in building a service agreement client base of nearly 10,000 and 15,000 customers calling them for all their cooling, heating, plumbing, electrical and solar needs. By building on its core values since 1963, CoolToday/PlumbingToday and EnergyToday has developed one of the best service and installation teams in the area. Built on a foundation of maintaining the most knowledgeable technical staff with the 3<sup>rd</sup> part AsktheSeal.com Seal of Approval – an independent verification company that performs national background verifications and driver’s license checks – CoolToday’s (Plumbing and EnergyToday’s) has since expanded operations to two new service centers, south of Port Charlotte, and north, in Riverview, Florida.

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