



Triple-A Affiliate of the
2007-11 National League East Champion
Philadelphia Phillies
since 2008



PARK
1050 IronPigs Way
Allentown, PA 18109-3509
P: 610.841.7447 (PIGS) F: 610.841.1509
www.ironpigsbaseball.com

OFFICIAL IRONPIGS NEWS

FOR IMMEDIATE RELEASE

March 14, 2012

BSI contact: Anthony DaRe, 484-821-1300 ext. 201 (adare@bsicorporate.com)

IRONPIGS ANNOUNCE EXTENSIVE PARTNERSHIP WITH BSI CORPORATE BENEFITS

BSI Secures Naming Rights to BSI Dugout Suites through the 2014 Season

(Allentown, Pa.) – BSI Corporate Benefits, an employee benefits insurance agency located in Bethlehem, Pa., has entered an exclusive agreement to become the naming rights partner of the BSI Dugout Suites at Coca-Cola Park.

The BSI Dugout Suites are located directly behind home plate at field level, offering a spectacular vantage point and one of the most unique settings in professional sports for any type of business or social gathering. Each BSI Dugout Suite accommodates up to 30 guests and nightly rental includes both a game ticket and an upscale buffet. For larger parties, doors adjoining the suites can be opened to accommodate groups up to as many as 120.

“They (BSI Corporate Benefits) have been a great partner from the beginning through their genuine interest in our organization and their overall professionalism,” remarked IronPigs Director of Corporate Partnerships Ron Rushe. “We look forward to building on this new partnership over the next three years.”

When asked about this new marketing opportunity, Agency Principal, Anthony DaRe said, “Our agency is always looking for the best opportunities to make an impact in the Lehigh Valley. This partnership allows us to work with an outstanding organization and provide brand awareness to those companies in need of our services.”

As one of the leading employee benefits agencies in the Lehigh Valley, BSI has an extensive track record for providing long-term business solutions that keep health care costs down.

A very limited number of BSI Dugout Suites for the 2012 season are still available. To book your group or for more information, please call (610) 841-PIGS (7447) or visit ironpigsbaseball.com. Coca-Cola Park was Minor League Baseball's most visited venue in 2011 with 628,985 total fans frequenting the turnstiles.

BSI Corporate Benefits, LLC is an independent employee benefits agency licensed with over 50 insurance carriers including all the top carriers in the Lehigh Valley. They represent over 100 corporate clients in 17 different states specializing in health, dental, life, disability and other insurance needs. They are headquartered in Bethlehem, PA.

The IronPigs home opener at Coca-Cola Park is on April 5 at 7:05 p.m. against the Scranton/Wilkes-Barre Yankees. Single-game tickets, season tickets, mini plans and group tickets for the 2012 season presented by Capital BlueCross are on sale now.

-- pig out --



Official Printer of the IronPigs



Presenting Sponsor: Capital BlueCross