



Cape Cod Baseball League Teams Up with Pierce-Cote/Regan Communications Group

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Cape Cod, MA – Pierce-Cote/Regan Communications Group (PC/RCG) has a new teammate.

The Cape Cod Baseball League (CCBL) – the nation’s premier summer collegiate baseball league – has retained the services of the premier integrated marketing communications firm in the region to assist the CCBL in elevating the league’s baseball brand.

“This is a match made on a field of dreams. We’ve long been recognized as the league where fans can see the stars of tomorrow play today,” said CCBL President Chuck Sturtevant. “Bringing a power-house like Pierce-Cote/Regan Communications on board will help us extend the reach of our unique brand of baseball and all that it offers players and fans alike.”

With one out of every six current Major League Baseball players among CCBL alumni, the league is as strong as it has ever been. However, with the emergence of other summer leagues, the advent of social media, and a rapidly changing media landscape, CCBL does not intend to rest on its laurels.

“Since our founding in 1885, the Cape League has relied on the commitment of a mostly volunteer staff to handle all of the administrative and communications work. We remain confident in the product we offer, but in this day and age we have to work harder than ever to keep the Cape League at the forefront of amateur baseball for generations to come,” Sturtevant said.

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A longtime fan of the Cape League, Pierce-Cote President Brad Schiff said he was excited to add CCBL to the firm's impressive list of clients.

"We are proud to be working with such a great organization," Schiff said. "The Cape Cod Baseball League has a long tradition of drawing the best collegiate baseball players and we build brands like no other firm. It's a great match."

About Pierce-Cote/Regan Communications Group:

Pierce Cote is a full-service, integrated communications firm. We provide strategic marketing, advertising, media planning and placement and public relations. With insight, talent and experience, Pierce Cote knows how to build brands and boost marketing campaigns with spot-on creative. For more information visit www.pierce-cote.com

About Cape Cod Baseball League:

The Cape League is recognized as the best amateur summer league in the country by college coaches and professional baseball scouts. Players from across the USA and representing all college divisions are recruited to play in the 10-team loop. Tracing its roots back to 1885, the Cape League embarks this June on one of its most exciting slates to date, featuring a 44-game regular-season schedule and an action-packed postseason made up of best-of-three quarterfinal, semifinal and championship series. Among the highlights will be the 2016 Cape League All-Star game on Saturday, July 23 at Veterans Field, home of the Chatham Anglers. As the league celebrates its 131st year, it counts more than 1,100 all-time alumni performing at all levels of professional baseball in 2015, a record total 292 former Cape Leaguers populate major league rosters. The 16th class of the Cape Cod Baseball League Hall of Fame is scheduled to be inducted at the Chatham Bars Inn in November. For more information visit www.capecodbaseball.org