

All-Star break approaches with Yanks, Twins, Cards and Reds leading the way

By William Ramirez

"Take me out to the ball game, take me out to the crowd, buy me some peanuts and cracker jack, I don't care if we ever get back..." and so on. As that song drags on across America during the seventh inning stretch so does the 1987 Major League Baseball Season.

In the four divisions, there have been at least twelve different leaders (so far). Leading the divisions now are, in the American League East and West: the New York Yankees and Minnesota Twins respectively. In the National League East and West the leaders are the Cardinals of St. Louis and the Cincinnati Reds respectively. The Reds & Yanks were pre-season picks to finish first in their division by the Sentinel-Voice.

In the A.L. East the Yanks overcame the Milwaukee Brewers early in the season as the Brewers hit rock bottom, losing 12 straight at one point. New York has been contended by Toronto but seems to be in control heading into the All-Star break.

In the A.L. West the Twins have remained the darkhorse. Minnesota led early in the season then hit a downfall. The California Angels then took over for awhile. Out of nowhere the Twins came back into the picture, their hitting was amazing, their relief pitching was getting the job done and they

soon returned to first place. The Angels slipped into third as the Kansas City Royals made their presence known behind the dynamite pitching of Bret Saberhagen. The Royals & Twins will battle for first as the All-Star game approaches.

The N.L. East has been a "jigsaw puzzle with five pieces missing." The N.Y. Mets have had strange things happen so far. At the beginning of the season they lost star pitcher Dwight Gooden to a drug rehab center, but kept their cool and played good ball. Gooden left the center and played for New York's AAA team Tidewater. The Mets didn't shine as much and the Chicago Cubs started to make their move. The Cubs moved into first place for a couple of weeks while the Mets were doing all they could to hang in at second. Gooden rejoined the team and Montreal & St. Louis made their move. St. Louis is now enjoying a big lead while the Expos, Mets & Cubs are jumping around from 2nd, 3rd and 4th. The Cardinals should be in first place by mid-season (next week).

The N.L. West has had no surprises. The three strong teams are Cincinnati, San Francisco, & Houston. They've all been in first place this year at least once. The bottom three, Atlanta, L.A. & San Diego will pray for a miracle in the 2nd half of the season. Atlanta and L.A. may be able to make moves in the division but San Diego,

Focus on Hank Aaron Scholarship Fund...

Arby's Restaurants Announce 1987-88 Program For Big Brothers/Big Sisters of America

ATLANTA — As part of the commitment made last year to Big Brothers/Big Sisters of America (BB/BSA), Arby's and its franchisees have announced that they will launch the second phase of their BB/BSA program in 1987. The new program includes a contribution to BB/BSA in the area of \$250,000, the establishment of the Arby's Hank Aaron Scholarship program and a national recruitment effort. The 1987-88 program serves as an extension of one begun last year when Arby's

Roberts said.

"The Arby's organization is making this commitment in my name to help youngsters, especially ones who need a helping hand in their lives," said Hank Aaron. "We want them to learn about the spirit of volunteerism and of the importance of an education."

Aaron served as spokesman for Arby's RBI Award program with Major League Baseball last year. This year his involvement with Arby's and BB/BSA will be devoted to special ap-

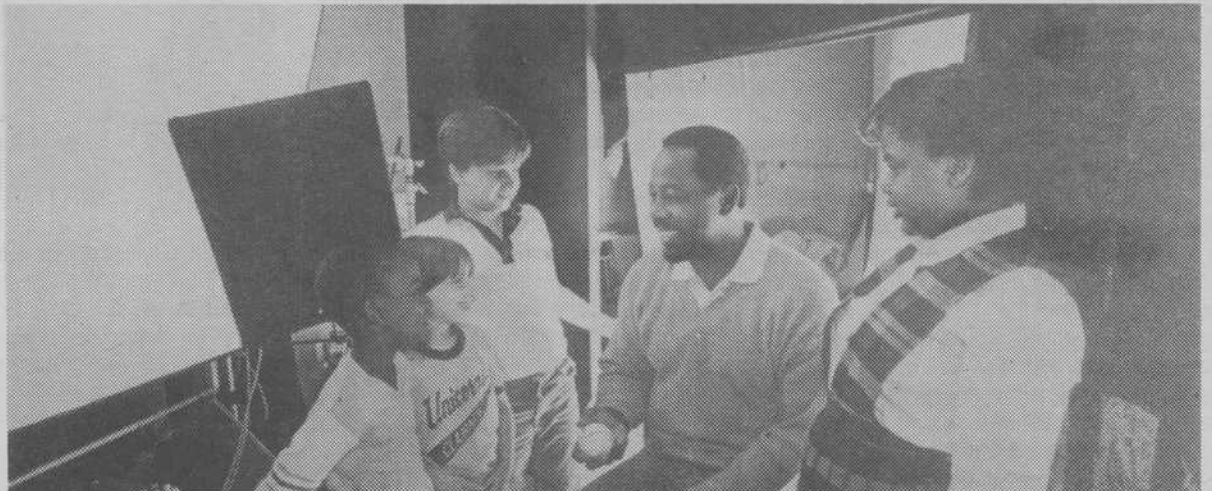
Detroit-area franchises, developed a fund-raising coupon booklet for the Detroit area. The coupon books are being sold for one dollar in participating Arby's restaurants, with all proceeds going to Detroit-area BB/BSA chapters and to the Hank Aaron Scholarship Fund. This promotion will be supported by two television spots, two counter displays per store and a direct mail piece.

Another local option is a BB/BSA discount card. The card will provide discounts

baseball tradition. It will continue to be presented to the players who make a difference on their teams, the RBI leaders," said Roberts. "We created the Hank Aaron Scholarship to recognize Aaron's achievement in the field of community service."

Although Arby's withdrew from its baseball sponsorship this year, Roberts emphasizes that the support for BB/BSA will not be diminished.

"Last year, the RBI Award program raised almost a quarter of a million dollars for



Hank Aaron pauses from a photography session to chat with members of Big Brothers/Big Sisters of America (BB/BSA). Arby's and its franchisees recently launched a recruitment effort for BB/BSA. Aaron was posing for photographs that will appear on Arby's promotional items such as posters, bag stuffers and tray liners with the BB/BSA recruitment theme.

"You Don't Have to be a Hero to Make a Difference." The theme emphasizes how great a difference a big brother or sister can make to a child. Pictured left to right are: Octavius Moore, "little" brother to Hank Aaron; Melissa and Joey Cartaya; and Alfreda Zackery, 1986 Little Sister of the Year for the Atlanta Chapter.

became a corporate sponsor of Major League Baseball.

According to Leonard H. Roberts, president and chief executive officer of Arby's, the focus of this year's program is Arby's Hank Aaron Scholarship Fund. In June, Arby's announced the new scholarship award at the annual BB/BSA convention in Spokane, Wash. In the first year, two full college scholarships will be awarded to a young boy and girl who are currently or were formerly a part of the BB/BSA program. "These young people must also show academic excellence and most importantly, be currently involved in contributing their time and effort to improve their community,"

which is almost 20 games off the pace, will probably have to wait till next year.

special note: In the amateur baseball draft this year, Valley High School standout Danny Opperman was chosen in the 1st round, 8th overall by the Los Angeles Dodgers.

pearances, baseball clinics and heavy recruitment efforts for BB/BSA.

Arby's has made available to its franchisees in-store promotion items such as posters, bag stuffers and tray liners to promote programs to fund the scholarship and other BB/BSA programs. The in-store items feature Aaron with the central BB/BSA recruitment theme, "You Don't Have to be a Hero to Make a Difference." The theme emphasizes how great a difference a big brother or sister can make to a child. Additionally, Arby's plans to donate \$.05 from each sale of its new Looney Tunes Adventure Meal, a new children's meal that was introduced in June.

Several Arby's franchises are involved this summer in a local market for individual chapters of BB/BSA. An example of this local emphasis is Atlanta-based Sybra, one of Arby's largest franchisors with 105 restaurants throughout the country.

Sybra, along with other

for any big brother or sister volunteer and their little brother or sister when they visit an Arby's restaurant. Cards will be available in June, to be distributed through BB/BSA only.


The 1987-88 BB/BSA program serves as an extension of one begun last year when Arby's became a corporate sponsor of Major League Baseball. The fast-food chain created the RBI Award program, which honored the 1986 American and National League RBI (runs batted in) leaders, Mike Schmidt of the Philadelphia Phillies and Joe Carter of the Cleveland Indians. The award called the Hank Aaron Trophy, drew national attention to BB/BSA, as the two were directly linked. For every run driven in by Schmidt and Carter, Arby's pledged \$1,000 to BB/BSA — a donation that totalled \$240,000 by season's end.

"The Hank Aaron Trophy, which honors Aaron for his achievements as a player, has already become a


Big Brothers/Big Sisters. Arby's plans to make another contribution this year in the area of \$250,000," said Roberts. "In addition to the new scholarship program, which we hope to expand each year, we know that approximately 500 new matches will be made possible in 1987 because of the generosity of our franchisees. That means we can recruit and train enough big brothers and sisters to reach out to a lot of young people across the country."

BB/BSA is a national youth-serving organization that matches adult volunteers with children from one-parent homes who are in need of special attention. Since its founding in 1903, BB/BSA has grown to more than 450 local agencies serving 100,000 children in the United States.

Arby's is the world's largest roast beef sandwich chain with approximately 1,700 restaurants throughout the United States, and in Canada, Japan and Taiwan. It is headquartered in Atlanta.



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