

FOR IMMEDIATE RELEASEContact:

Bryan Wright

Strata-G Communications

513-381-8855 > bryan.wright@strata-g.com**RiverRats Logo & Mascot a Labor of Love for Richmond Native**

CINCINNATI, OH [April 9, 2009] — When Tim Quinlivan learned that summer collegiate baseball was coming back to his hometown of Richmond, Indiana, the news sparked something in his imagination. Something in his heart called on him to get involved. Fans will get their first glimpse of how Quinlivan's labor of love took shape this afternoon when the team unveils its new brand identity, logo and mascot.

The team's identity elements – logo, mascot, lettering, colors – were the work of Cincinnati-based Strata-G Communications, where Quinlivan serves as Associate Creative Director. The team's new graphic identity was developed by Quinlivan in conjunction with the agency's Creative Director and three of its art directors as a completely pro-bono initiative.

"I read in the *Palladium Item's* online edition that the RiverRats organization had been formed, and I wanted to help," says Quinlivan. "I thought that working on marketing ideas for the team would be fun for our agency since most of us are lifelong baseball fans living in a community rich in baseball heritage."

A 1977 graduate of Richmond High School, Quinlivan found his love for baseball while playing youth baseball in McBride Stadium – the same venue that will be home to the RiverRats. Following graduation, Quinlivan attended Ball State University and eventually moved to Cincinnati to embark upon a career in marketing and communications that has spanned more 25 years. Quinlivan joined the team at Strata-G seven years ago. But he has always kept an eye on his beloved hometown.

"It's been rewarding to play a role in bringing a fun identity to a family-friendly activity for my hometown, especially in these tough economic times," Quinlivan adds. "The agency's owners were very supportive through the whole process and we all had a wonderful time working on the project."

ABOUT STRATA-G COMMUNICATIONS

Strata-G Communications, based in Cincinnati, is an integrated marketing communications firm specializing in strategic, multi-channel advertising and promotion, brand development, direct marketing, public relations, website development and e-Commerce solutions. In business since 1978, Strata-G serves a diverse clientele including regional, national and international leaders in finance, investments, insurance, food service, hospitality, building products, power tools and outdoor equipment. For more information, visit www.strata-g.com.