



*For Immediate Release*

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**'PEOPLE' AND MAJOR LEAGUE BASEBALL ANNOUNCE 30 WINNERS FOR "ALL-STARS AMONG US" CAMPAIGN**

**HONORING EVERYDAY HEROES MAKING A DIFFERENCE IN THEIR COMMUNITIES**

**Winners to be Honored at All-Star Game and Featured in Special Pre-Game Ceremony**

**Nearly Three Quarters of a Million Votes Cast Across the Nation**

( NEW YORK ) PEOPLE and Major League Baseball today announced the 30 winners of the "All-Stars Among Us" campaign, which recognizes individuals who are serving their communities in extraordinary ways. The winners will be honored during the pre-game ceremony at the 2009 MLB All-Star Game in St. Louis on July 14, at which **President Barack Obama** will throw out the ceremonial first pitch.

The "All-Stars Among Us" program is central to the 2009 MLB All-Star Summer program dedicated to charitable initiatives and recognition of the important role of community service. Nearly three quarters of a million votes were cast at [PeopleAllStars.com](http://PeopleAllStars.com) by fans across the nation to select the 30 "All-Stars Among Us" winners (one per MLB Club) out of the pool of 90 finalists who are serving as leaders within their communities.

For the last 35 years, PEOPLE has told stories of everyday 'heroes' whose acts of courage, commitment, strength and compassion are changing the lives of others. The "All-Stars Among Us" campaign extends the PEOPLE "Heroes Among Us" franchise. One winning "All-Star Among Us" will be featured in PEOPLE the week of the All-Star Game.

On April 22, Major League Baseball dedicated its 2009 All-Star Game and surrounding events to raising funds and awareness for charitable initiatives and celebrating the importance of community service. In addition, Major League Baseball is supporting President Obama's call for community service through "United We Serve," a program which encourages Americans to engage in sustained and meaningful community service. President Obama is encouraging all Americans to visit [www.serve.gov](http://www.serve.gov) to find service opportunities in their area.

The 30 winners (**summarized with photos and bio information on the attached document**) include inspirational stories of the selfless work of individuals who dedicate their time and energy to helping others and improving the lives of those around them.

“The All-Stars Among Us winners are making a significant impact in their communities with a selfless dedication to very important causes,” said Baseball Commissioner **Allan H. (Bud) Selig**. “Major League Baseball is proud to honor this impressive group of people whose achievements demonstrate the renewed sense of community service that will make our nation an example for the world.”

“Celebrating the ‘Heroes Among Us’ has been an important part of PEOPLE editorial throughout its 35-year history,” said PEOPLE Managing Editor **Larry Hackett**. “43 million weekly readers look to PEOPLE for these stories of everyday individuals who dedicate their lives to making a difference.” Time Inc Style & Entertainment Group President **Paul Caine** adds: “We are thrilled to partner with MLB to shine a spotlight on the inspiring work of these ‘All-Stars Among Us’, and to salute these individuals in front of a nationwide audience.”

### **About PEOPLE Magazine**

PEOPLE revolutionized personality journalism in 1974 and is today the world’s most successful and popular magazine. Each week, the PEOPLE brand brings more than 43 million consumers the latest news, exclusive interviews and in-depth reporting on the most compelling people of our time. In addition to unparalleled access to the entertainment community, the stories of real-life “Heroes Among Us” remain an essential component of PEOPLE’s editorial approach. [PEOPLE.com](http://www.people.com) is the premier web destination for celebrity news, photos, style and entertainment coverage. With reporters across the globe, PEOPLE is headquartered in New York City . For more information visit [www.people.com](http://www.people.com).

### **About the 2009 Major League Baseball All-Star Game**

The 80<sup>th</sup> Major League Baseball All-Star Game will be played on Tuesday, July 14th in St. Louis and will feature the best of the American League taking on the top players of the National League. Major League Baseball has responded to United States of America President Barack Obama’s call for community service through “United We Serve,” a program which encourages Americans to engage in sustained and meaningful community service. Building up to the excitement of the All-Star Game, Major League Baseball will conduct a wide variety of special events and charitable activities for fans both inside and outside of Busch Stadium. At the ballpark, the events will include Taco Bell All-Star Sunday on Sunday, July 12th featuring the XM All-Star Futures Game and the Taco Bell All-Star Legends & Celebrity Softball Game, and Gatorade All-Star Workout Day on Monday, July 13<sup>th</sup> featuring the State Farm Home Run Derby. Outside of the ballpark, fans will have an opportunity to experience All-Star Summer through a variety of special events including Major League Baseball All-Star FanFest, the five-day interactive fan festival; the MLB All-Star Charity Concert presented by Pepsi benefiting Stand Up To Cancer, a free concert for fans under The Gateway Arch featuring Sheryl Crow; the All-Star Charity 5K & Fun Run presented by Sports Authority and Nike, a charity run on a baseball-themed route to benefit three cancer organizations; and the All-Star Game Red Carpet Show presented by Chevy, a free parade of All-Stars leading into Busch Stadium. The Midsummer Classic will be televised nationally on FOX Sports and will be shown around the world by Major League Baseball International. For more information about 2009 All-Star Summer, visit [www.allstargame.com](http://www.allstargame.com).

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