

**Cayti Stein**  
**Director of Marketing**  
**May 2015**



- *Events:*
  - Upcoming
    - The Vietnam Exhibit- Thursdays, Fridays & Saturdays
      - MCDC provided a promotional grant.  
[http://www.collincountyhistoricalsociety.org/bar\\_topics/vietnam\\_syndrome.htm](http://www.collincountyhistoricalsociety.org/bar_topics/vietnam_syndrome.htm)
    - McKinney Farmer's Markets
      - MCDC provided a promotional grant.  
[http://www.chestnutsquare.org/programs/farmers\\_market.asp](http://www.chestnutsquare.org/programs/farmers_market.asp)
    - SERVE McKinney Open House at the Collin College Higher Education Center on June 10
      - MCDC is a sponsor of this event  
<http://www.mckinneychamber.com/events/eventdetail.aspx?EventID=3542>
    - Promotional Grants Deadline is June 30<sup>th</sup>
- *Marketing Materials*
  - Provided Smile's Charity with sunscreen wipes for their gift bag give aways with MCDC logo
- *Advertising*
  - Stonebridge HOA Newsletter (May)
    - Bike the Bricks
  - Craig Ranch HOA Newsletter (May)
    - Bike the Bricks
  - Community Impact News (May)
    - Spring events in McKinney
  - See Texas First
    - Collaborative ad with MCVB, City, MCDC
- *Press*
  - [Strikes Against Cancer](#)
  - [Texas Heritage Festival at the Heard Natural Science and Wildlife Sanctuary](#)

- *Social Media/Website*
  - Facebook- Total 905 “likes”
  - Twitter- Total 379 “followers” on Twitter
  
- Website
  - MCDC has added information about “My McKinney” to the MCDC website <http://www.mckinneycdc.org/community-impact.asp>
  - MEDC & City of McKinney have the interactive retail map available on websites: <http://www.mckinneyedc.com/index.aspx?NID=156> and <http://mckinneytexas.org/index.aspx?NID=1423>
  
- Other
  - I will include a list of advertisements that MCDC participates in at the board meeting.

# Strikes Against Cancer baseball fundraising event returns to McKinney on May 1-3

**Beth Shumate, Star Local Media contributor | Posted: Tuesday, April 21, 2015 10:05 am**

McKinney baseball fields will be filled with thousands of youth baseball players, their families and baseball fans for the 5th Annual Strikes Against Cancer Charity Baseball Tournament on May 1-3.

To mark the special anniversary year, the public is invited to enjoy not only baseball competition all weekend, but also to join the ballplayers and their families for other activities.

“This year is our fifth anniversary, so we’re adding to the weekend-long baseball fun by hosting a free concert at the Ballfields at Craig Ranch on Friday evening,” said Adam Cox, president of Strikes Against Cancer. “We’re inviting the entire community to join the competing teams for this Friday night kick-off event. The McKinney community has been so supportive of this event since it started, we want Friday evening to be a real community celebration.”

In addition to the concert featuring the Good Question Band (one of DFW’s top cover bands), a Games 2U video game truck will be onsite, as will a variety of bounce houses.

Saturday’s activities start with a “Field of Hope” coach-pitch event featuring high school players and coaches from McKinney and Melissa.

“The Saturday morning event is a reunion of my son Geordon, who is the Strikes Against Cancer founder and now a high school pitcher for Melissa High School, and his best friend, a catcher at McKinney High School, Mike Goller,” Cox said. “Both high school teams will be participating on the fields where Geordon and Mike’s hopes of becoming high school baseball players began. These younger ball players look up to the high school players so we thought having the older players involved with the younger



## Strikeout Cancer

Geordon Cox, founder of Strikes Against Cancer, is pitching this spring for Melissa High School’s baseball team. The charity event he started in honor of his late mother returns to McKinney on May 1.

players would definitely add to the fun and excitement of the weekend.”

The Strikes Against Cancer mission began as a gift from Geordon, then 11, to his mom Lisa who was battling cancer. He promised to pitch strikes for her with spectators donating money for each strike he threw. Soon, his entire youth team was participating, and the idea for Strikes Against Cancer was born. The organization hosts youth baseball and softball tournaments with 100 percent of the net donations from their fundraisers being given to research organizations.

Geordon lost his mom (Adam’s wife) to the disease in late 2012. This strengthened the young baseball pitcher’s resolve to continue fighting cancer “one strike at a time.” To date, Strikes Against Cancer has raised more than \$100,000 for cancer research.

“We already have over 450 teams signed up for this year’s tournament and we are projecting as many as 525 teams being our final number. Based on our previous success, we estimate that this year’s event could draw upwards of 39,000 participants and fans representing various regions of Texas, Louisiana, Arkansas, and Oklahoma,” Cox said.

Because of the Strikes humanitarian mission, its positive focus on the McKinney community and its positive economic impact from the visitors it brings to the city of McKinney, the McKinney Convention & Visitors Bureau presented Strikes Against Cancer with its 2013 Tourism Partner of the Year Award. The organization also is a grant recipient of the McKinney Community Development Corporation and in 2010, McKinney Mayor Brian Loughmiller proclaimed the first weekend of May each year as Strikes Against Cancer Weekend in McKinney.

“It’s amazing to think this idea started out with a little kid and a mayor,” Cox said.

Friday’s opening Celebration Family Event starts May 1 at 6 p.m. at the Ballfields at Craig Ranch, 6151 Alma Road in McKinney. The “Field of Hope Game,” at the Gabe Nesbitt Community softball fields at 3205 Alma Road in McKinney starts Saturday, May 2, at 9:30 a.m.

For more information about the May 1-3 weekend game schedules and about the Strikes Against Cancer organization, visit [StrikesAgainstCancer.org](http://StrikesAgainstCancer.org) or email [info@strikesagainstcancer.org](mailto:info@strikesagainstcancer.org).



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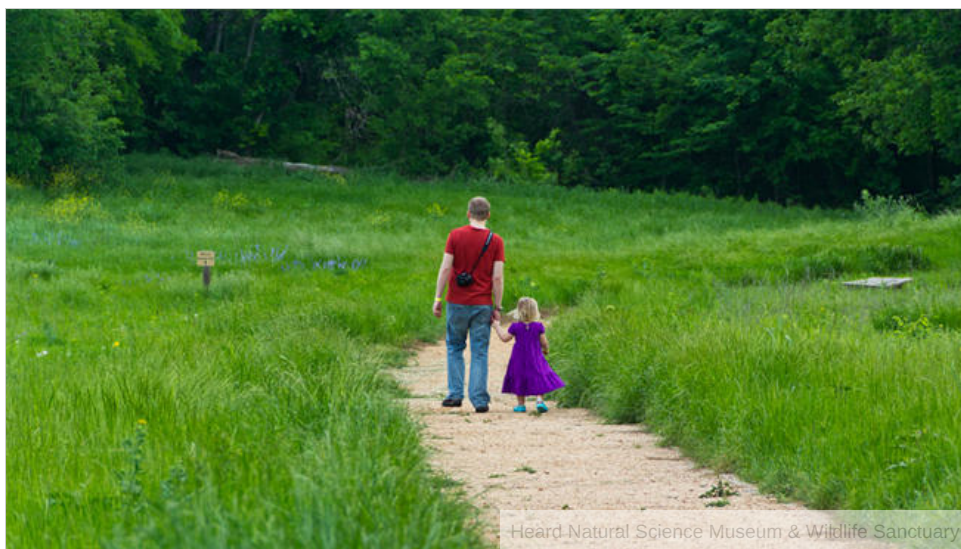
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# Texas Heritage Festival 2015

Saturday, May 30

By Stephanie Jennings and Michael A Gibson Jr

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Updated at 12:21 PM CDT on Thursday, May 7, 2015

NBC 5 and the Heard Natural Science Museum & Wildlife Sanctuary invites you to put your cowboy hat and mosey on over to the Texas Heritage Festival on Saturday, May 30, from 10:00 a.m. to 3:00 p.m. Celebrate all that makes the Lone Star State so spectacular.

Presented by Clif KiD and sponsored by McKinney Community Development Corporation and Baylor Medical Center at McKinney, the Texas Heritage Festival will feature toe-tappin', knee-slappin' Western music, local artisans, historical demonstrations, and interactive children's activities. Guests can rustle up some tasty Texas grub, say "Howdy" to our resident wildlife ambassadors, and explore

the Native Texas Butterfly Garden.

Children will love exploring the Heard's Pioneer Village, comprised of eight pint-sized buildings typical of prairie settlements in the late 1800s—such as a school house, general store, and settlers' cabins!

Event tickets also include general admission to Heard Natural Science Museum & Wildlife Sanctuary for the day of the event and free parking. Tickets are just \$10 for adults, \$7 for seniors 60+ and children ages 3 through 12. Admission is free for Heard Museum Members, children ages 2 and under, and McKinney\* Residents.

*\*Free admission for up to 4 persons per McKinney address. Residency must be shown through a water bill listing a McKinney address and a valid photo ID or driver's license with matching name.*

### About Heard Natural Science Museum & Wildlife Sanctuary



The Heard was founded in 1967 by Bessie Heard. Miss Heard was 80 years old when she saw the need to preserve a place where future generations could experience nature. Today, the Heard's mission of bringing nature and people together is carried out through education, particularly of young people, which emphasizes an appreciation of nature and its conservation. For more information, visit [www.heardmuseum.org](http://www.heardmuseum.org).


### Texas Heritage Festival 2015

Saturday, May 30  
10AM – 3PM  
Heard Natural Science Museum & Wildlife Sanctuary  
1 Nature Pl  
McKinney, TX 75069  
[www.heardmuseum.org](http://www.heardmuseum.org)

Published at 12:20 PM CDT on May 7, 2015


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Business Insider

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## SERVE MCKINNEY OPEN HOUSE

Meet representatives from city and county boards and commissions, plus area non profits to find out how you can affect the future of McKinney through volunteerism and board participation.

Wednesday, June 10 • 5:30 - 7:30 p.m.  
Collin Higher Education Center  
3452 Spur 399 (NE Corner Hwy 121 & 75 Central)  
McKinney, TX 75069

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Hosted by Leadership McKinney Alumni Network  
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