TWINS WINTER CARAVAN TRAVELS TO LOCAL MINORITY SCHOOLS

On January 25, Joe Mauer, Taylor Rodgers, Jack Morris, Tony Oliva and Dick Bremer visited Seward Montessori School, Wellstone International High School and the Community School of Excellence as part of the Minnesota Twins Winter Caravan. During these visits, the Twins contingent participated in Q&A sessions as well as selecting lucky winners from the crowd to award prizes to. At the Community School of Excellence, the players were greeted by dancers as well as a special presentation about the Hmong culture. During their visits, the players stressed the importance of determination, hard work and respect and also encouraged the students to work toward their goals and treat each other kindly.

MINNESOTA TWINS HELP SPONSOR ANNUAL BDPA EVENT

The Twin Cities chapter of Black Data Processing Associates (BDPA) held its annual awards celebration at the Crowne Plaza Hotel Friday, January 13. The organization aims to bring minorities working in the information technology and computer science field together. The Minnesota Twins were Silver Sponsors of the event and helped support 2017 BDPA Twin Cities Community Youth Technology Programming. Minnesota Supreme Court Justice Natalie E. Hudson attended as the keynote speaker, and Professor Duchess Harris, co-author of Hidden Human Computers, provided special remarks.

TWINS CELEBRATE DIVERSITY AT TWINSFEST

The Minnesota Twins hosted its annual TwinsFest fundraiser January 27-29. TwinsFest offers fans interactive activities and a behind the scenes look at Target Field to raise money for the Twins Community Fund. This year, the Minnesota Twins Diversity Marketing department partnered with its Spanish broadcast partner station, La Raza, for the event. Players were interviewed at the Celebrate Diversity/La Raza booth, and fans were able to take pictures with the players after their interviews. Fans were able to watch the live interviews and win prizes trying to guess fun facts about Twins players.

ELEMENTARY SCHOOL LITERACY PROGRAM EXPANDS TO 22 SCHOOLS

Four years ago the Minnesota Twins created a literacy program aimed to promote reading in local schools with high minority populations. The past three years, Jackie Robinson has been the major theme of the reading program. Each school visit highlighted Jackie’s career, promoting baseball and showing his success in each challenge that he faced. Since the program is growing rapidly, this year the Diversity Marketing department wanted to incorporate Roberto Clemente into the program. Clemente’s history is a great example of someone who also showed hard work and determination on and off the field. The reading program begins February 14 and extends until March 10, visiting 22 elementary schools in Twins Territory.