



# Mom's Big Catch Touching All the Bases!



Kids, Teams, Schools, Music & Dogs!

[www.marlamckenna.com](http://www.marlamckenna.com)

## Mom's Big Catch by MARLA MCKENNA



Thank you for taking the time to check out this newsletter and view the incredible journey Mom's Big Catch has traveled so far. Some days I still can't believe it all. Recently I was asked what my greatest success has been with this book along with my greatest challenge? Both are pretty easy to answer. Success has been looking into the smiling faces of thousands of children

I've had the pleasure of sharing my story with, not only the written words of the book, but the emotions of pursuing a dream that inspires and connects people...these children feel it through Mom's Big Catch. This I know for sure because of the countless letters, emails, and photos I receive daily. Encouraging the children to follow a dream of their own and to never give up has been extremely rewarding, and I couldn't be more pleased with their response. Adults have even expressed their positive reactions to me. The challenge I've come across is finding the support from those who may not see the vision and significance of promoting literacy through sports, and the positive impact it can have on so many...it's really a WIN WIN for everyone involved.

On my journey, I've had the incredible opportunity to meet so many inspiring people, baseball greats, musicians, actors and athletes, to attend Mom's Big Catch days at stadiums and be invited to red carpet events, take part in media interviews, and work with amazing baseball teams to customize "their" own team book...tapping into something that has not been done before. And receiving a letter from Mr. Bud Selig himself, the Commissioner of Major League Baseball, stating that he finds Mom's Big Catch to be a very interesting book, is quite an honor. What a bonus this has all been...from writing about a day at the ballpark!

I have so many people to thank who have helped me along the way...many of you know who you are...and I am grateful for the continued support this book receives every day! As Mom's Big Catch benefits children, it also benefits animals. I've been asked why partial proceeds from the book go to a Foundation that helps save and rescue dogs? My answer is simple: I'm able to donate many books to charities and teach children the importance of reading, writing and pursuing their goals with an unwavering strength, through believing in themselves and wanting to make a difference in this world. So with some of the proceeds I receive, I've chosen to give back to our furry friends who unconditionally love us and need us too. Therein lies my passion...helping children, animals and pursuing a dream. So I ask you to take a few minutes to read through the following pages to see where this book has been and where it's going, please share it...so far it's been quite the journey!

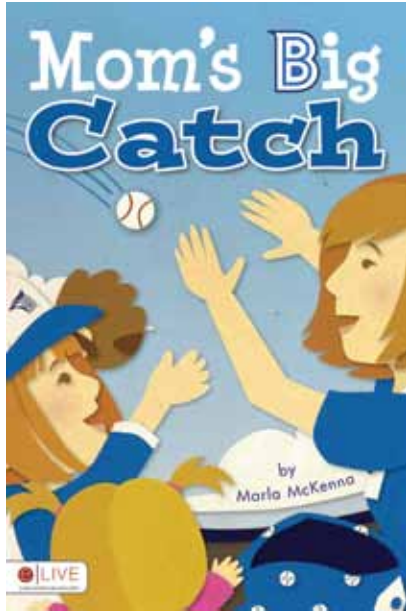
With sincere thanks,

- Marla McKenna



# Mom's Big Catch Day with the Blue Jays

## Customized Team Version



Marla was invited back a second season for the Mom's Big Catch Promotional Game Day Giveaway with the Bluefield Blue Jays that recently took place on July 21. Special thanks to the Bill Cole Auto Mall for sponsoring this great day! All young fans in attendance received a customized Blue Jays version of Mom's Big Catch! Marla was on hand at the game to sign books for all the fans and was joined by Blue Jays pitcher, Chase De Jong and outfielder, Nico Taylor. She also had the opportunity to throw out the first pitch again this year. WVVA TV was at the stadium to conduct an interview along with The Bluefield Daily Telegraph. All media interviews can be seen on page four. Special pricing is available for all teams and customization includes: team logo, stadium, mascot, pennant, jerseys, colors, stadium foods, sponsor logo, sponsor coupon, etc!



[Click here for more information on teaming up with Mom's Big Catch for a Customized Team Book!](#)

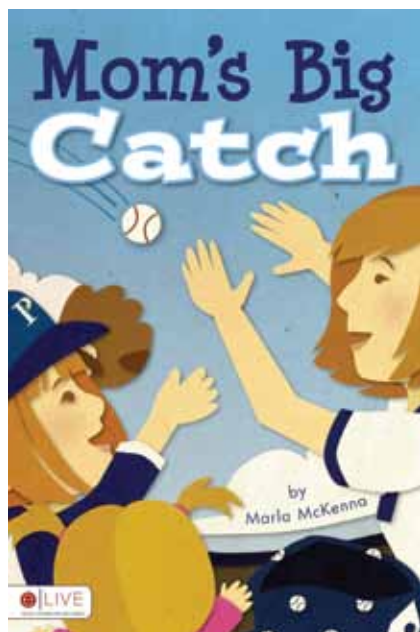
Marla will also be in Orlando, Dec. 9 - 12 for the Baseball Winter Meetings.

Please contact Marla at:  
[marla@marlamckenna.com](mailto:marla@marlamckenna.com)  
262-514-4260  
[www.marlamckenna.com](http://www.marlamckenna.com)

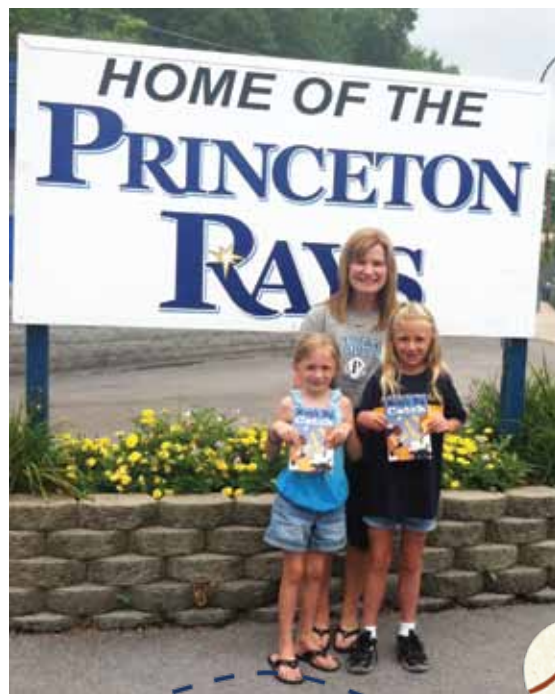
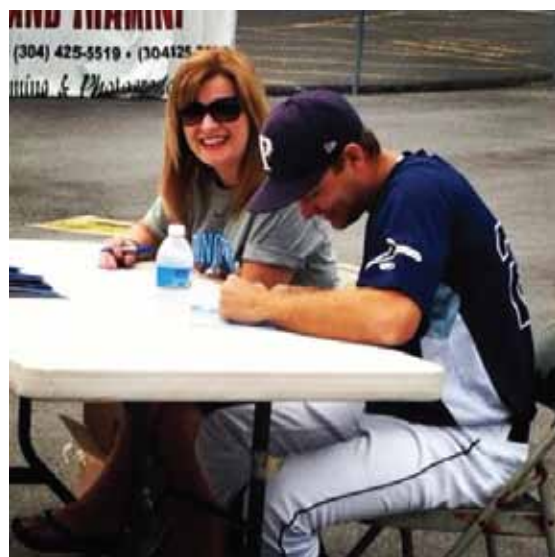


# Mom's Big Catch Day with the Rays

## Customized Team Version



Mom's Big Catch Promotional Game Day Giveaway with the Princeton Rays recently took place on July 22. All young fans in attendance too received a customized Rays version of Mom's Big Catch! Marla was happy to travel to West Virginia to sign books for all the kids that day. Pitcher, Stepan Havlicak also joined Marla for the signing. She threw out the first pitch too! During the third inning, Marla was invited in the press box for a radio interview with ESPN. WVNS TV 59 also conducted an interview! See page four for all media coverage. Special thanks to the Bill Cole Auto Mall for again sponsoring this amazing day!



Click on logos for media interviews!

**BLUEFIELD BLUE JAYS**

TICKETS & PROMOTIONS | SCHEDULE | STATS & SCORES | ROSTER | MULTIMEDIA | NEWS | BOWEN FIELD | HISTORY | KIDS | ABOUT US | BLUE JAYS SHOP

**OFFERS & PROMOTIONS**  
**July 21 vs. Bristol White Sox**  
 Free "Mom's Big Catch" children's books, featuring Billy Jay  
 Children in attendance will receive a free copy of "Mom's Big Catch," featuring Bluefield Blue Jays' mascot Billy Jay courtesy of Cole Subaru.  
 Presented by Cole Subaru

**Promotion Schedule: JULY - AUGUST**

Date	Opponent	Presented by	For
Mon, Jul 22	White Sox	Princeton Rays	1st 1,000 Fans
Tue, Jul 23	Rays	Princeton Rays	1st 1,000 Fans
Wed, Jul 24	Rays	Princeton Rays	1st 1,000 Fans
Thu, Jul 25	Rays	Princeton Rays	1st 1,000 Fans
Fri, Jul 26	Rays	Princeton Rays	1st 1,000 Fans
Sat, Jul 27	Rays	Princeton Rays	1st 1,000 Fans
Sun, Jul 28	Rays	Princeton Rays	1st 1,000 Fans
Mon, Jul 29	Rays	Princeton Rays	1st 1,000 Fans
Tue, Jul 30	Rays	Princeton Rays	1st 1,000 Fans
Wed, Jul 31	Rays	Princeton Rays	1st 1,000 Fans

**WATCH THE STARS IN TOMORROW TODAY**  
 MORE THAN 3,500 GAMES AVAILABLE LIVE AND ON-DEMAND

**59 WVNSTV.COM**  
 59 NEWS | WORKING FOR YOU



"It was a great experience for our fans and our community as children were able to relate the book to our local events and what makes baseball great in our community. Also, having Marla on hand that day promoted the book even further to get the word out about youth literacy."

Jeff Gray - General Manager  
 Bluefield Blue Jays Baseball Club

"What better time to give away a book like Mom's Big Catch than our annual weekday matinee game attended mostly by kids in the age group that this book is targeted towards? Every child went home with a book, and I know they will read it a lot since it is customized about a family's trip to a baseball game at our own Hunnicutt Field. Marla made the extra effort to make this event special and unique in every way possible. I would recommend this promotion to other baseball teams."

Jim Holland - General Manager  
 Princeton Rays Baseball Club



Marla pictured with Jeff Gray and Jim Holland at Media Night with the Blue Jays and Rays. The dinner was held at and sponsored by the Bill Cole Auto Mall - also the sponsor of the Mom's Big Catch team books. Sponsor logo placed on page five of Mom's Big Catch book.

**Media Night**  
 BLUEFIELD BLUE JAYS & PRINCETON RAYS  
 HOSTED BY COLE SUBARU AND COLE KIA IN THE BILL COLE AUTOMALL  
**BRING A GUEST AND JOIN US**  
 DATE: SUNDAY-JULY 21ST, 2013  
 TIME: 6:00-8:00PM  
 PLACE: COLE KIA IN THE BILL COLE AUTOMALL  
*You're Invited!*  
 SET THE TABLE! THIS ONE IS SURE TO BE A HOME RUN! DINE WITH THE TEAMS AND ENGAGE IN CONVERSATIONS BEYOND THE DUGOUT!  
 PRINCETON RAYS  
 PROUDLY SPONSORED BY COLE SUBARU COLE KIA

**PRINCETON RAYS**

TICKETS & PROMOTIONS | SCHEDULE | STATS & SCORES | ROSTER | MULTIMEDIA | NEWS | HUNNICUTT FIELD | ROSCOE | KIDS CLUB | RECORD BOOK | P-RAYS SHOP

**OFFERS & PROMOTIONS**  
**July 22 vs. Kingsport Mets**  
 The first 250 kids age 14 & under will receive a FREE copy of the book "Mom's Big Catch," which is a story featuring Princeton Rays' mascot Billy Jay. Mom's Big Catch is also scheduled to be on hand to autograph copies of the book & visit with fans.  
 1st 250 kids age 14 & under  
 Presented by Bill Cole Auto Mall

**Promotion Schedule: JUNE - JULY - AUGUST**

Date	Opponent	Presented by	For
Mon, Jun 23	Rays	Princeton Rays	1st 1,000 Fans
Tue, Jun 24	Rays	Princeton Rays	1st 1,000 Fans
Wed, Jun 25	Rays	Princeton Rays	1st 1,000 Fans
Thu, Jun 26	Rays	Princeton Rays	1st 1,000 Fans
Fri, Jun 27	Rays	Princeton Rays	1st 1,000 Fans
Sat, Jun 28	Rays	Princeton Rays	1st 1,000 Fans
Sun, Jun 29	Rays	Princeton Rays	1st 1,000 Fans
Mon, Jun 30	Rays	Princeton Rays	1st 1,000 Fans
Tue, Jul 01	Rays	Princeton Rays	1st 1,000 Fans
Wed, Jul 02	Rays	Princeton Rays	1st 1,000 Fans
Thu, Jul 03	Rays	Princeton Rays	1st 1,000 Fans
Fri, Jul 04	Rays	Princeton Rays	1st 1,000 Fans
Sat, Jul 05	Rays	Princeton Rays	1st 1,000 Fans
Sun, Jul 06	Rays	Princeton Rays	1st 1,000 Fans
Mon, Jul 07	Rays	Princeton Rays	1st 1,000 Fans
Tue, Jul 08	Rays	Princeton Rays	1st 1,000 Fans
Wed, Jul 09	Rays	Princeton Rays	1st 1,000 Fans
Thu, Jul 10	Rays	Princeton Rays	1st 1,000 Fans
Fri, Jul 11	Rays	Princeton Rays	1st 1,000 Fans
Sat, Jul 12	Rays	Princeton Rays	1st 1,000 Fans
Sun, Jul 13	Rays	Princeton Rays	1st 1,000 Fans
Mon, Jul 14	Rays	Princeton Rays	1st 1,000 Fans
Tue, Jul 15	Rays	Princeton Rays	1st 1,000 Fans
Wed, Jul 16	Rays	Princeton Rays	1st 1,000 Fans
Thu, Jul 17	Rays	Princeton Rays	1st 1,000 Fans
Fri, Jul 18	Rays	Princeton Rays	1st 1,000 Fans
Sat, Jul 19	Rays	Princeton Rays	1st 1,000 Fans
Sun, Jul 20	Rays	Princeton Rays	1st 1,000 Fans
Mon, Jul 21	Rays	Princeton Rays	1st 1,000 Fans
Tue, Jul 22	Rays	Princeton Rays	1st 1,000 Fans
Wed, Jul 23	Rays	Princeton Rays	1st 1,000 Fans
Thu, Jul 24	Rays	Princeton Rays	1st 1,000 Fans
Fri, Jul 25	Rays	Princeton Rays	1st 1,000 Fans
Sat, Jul 26	Rays	Princeton Rays	1st 1,000 Fans
Sun, Jul 27	Rays	Princeton Rays	1st 1,000 Fans
Mon, Jul 28	Rays	Princeton Rays	1st 1,000 Fans
Tue, Jul 29	Rays	Princeton Rays	1st 1,000 Fans
Wed, Jul 30	Rays	Princeton Rays	1st 1,000 Fans
Thu, Jul 31	Rays	Princeton Rays	1st 1,000 Fans

**WATCH THE STARS IN TOMORROW TODAY**  
 MORE THAN 3,500 GAMES AVAILABLE LIVE AND ON-DEMAND

**BILL COLE AUTOMALL**  
 BILLCOLEAUTOMALL.COM

Special thanks to the Bill Cole Auto Mall for sponsoring Mom's Big Catch Day at Bowen Field.

Bill Cole Auto Mall  
 127 S. South Street, Princeton, NJ 08540  
 609.982.1111 | www.billcolemall.com

The Bill Cole Auto Mall is a family-owned and operated business. We are committed to providing the best service and products to our customers. We are proud to be a part of the Princeton Rays community and to support the team's efforts to promote youth literacy.

Bill Cole Auto Mall is a family-owned and operated business. We are committed to providing the best service and products to our customers. We are proud to be a part of the Princeton Rays community and to support the team's efforts to promote youth literacy.

# Spring Training in Arizona 2013



Marla had the honor of joining Hall of Fame pitcher, Fergie Jenkins and a team of baseball greats at Hohokam Stadium in Mesa, Arizona for a few Chicago Cubs Spring Training Games the past two seasons! Both signed copies of the customized Wrigley Field version of Mom's Big Catch and part of the proceeds from the book benefitted the Fergie Jenkins Foundation. Marla is looking forward to working with this amazing Foundation again in the future! (Pictured above: Fergie Jenkins, Marla McKenna, Tommy Davis, Lee Smith, Rollie Fingers, Ken Rudolph, Jody Davis, Pete LaCock, Rich Nye and Willie Wilson.)

After the celebrity golf tournament at Wigwam Golf Resort in Litchfield Park, AZ to benefit The American Red Cross, Scottsdale Charros, JDRF, St. Mary's Food Bank, Habitat for Humanity and Big Brothers Big Sisters of Central Arizona, a dinner was held in Phoenix.

(Marla pictured below with Fergie Jenkins, Pete LaCock, Rollie Fingers and Willie Wilson.)



# Author School Visits & Literacy Nights



Marla has been invited to present at many public and private schools in Arizona, Illinois, Iowa, Tennessee and Wisconsin. During her time with the students, she shares the *Mom's Big Catch* story and the writing, editing and illustrating process as well as how to formulate the students' ideas, while also going behind the scenes of the publishing process. Her message is a positive one, encouraging the kids to never give up and follow their dreams. For more information on an Author Visit, please click here: [Author School Visits, Literacy Nights and Testimonials](#). Also when a school refers another school that books an Author Visit with Marla, they will receive 10 free copies of *Mom's Big Catch* for their school library, classrooms, prizes, etc! (That's \$100 value!)



Author Visit and Baseball Day at Grant Elementary School in Wausau, WI. Woody Woodchuck of the Wisconsin Woodchucks joined Marla and all the kids that day!



Marla presented at Family Literacy Night at Blair Elementary School in Waukesha, WI which was partnered with an Author Visit earlier that day. Over 300 parents and students attended that evening to celebrate reading and its importance. Even "Italian Sausage" one of the Milwaukee Brewers Racing Sausages, joined in the fun!

*"A wonderful night that engages family, reading, and career exploration and FUN. It was such a great evening that parents are still talking about!!!!"*

*- Aida Cruz-Farin, Principal*



Author Visit to Franklin Library, Franklin, WI.



Author Visit and Literacy Night at Turtle Creek Elementary School, Delavan, WI.



# Music on the Way!

## Mom's Big Catch Songs

Marla is very excited to be partnering with extremely talented jazz artist, pop composer and producer, Suzahn Fiering. Suzahn is a successfully published songwriter, touring artist and educator who leads Master Classes at a long list of universities across the US and Europe including LIPA (The Liverpool Institute for the Performing Arts) founded by Sir Paul McCartney and l'ecole de le Legion d'Honneur in Paris, France. Suzahn and Mr. McCartney co-host fundraising events in the US and the UK alongside some of the biggest names in entertainment.

In and out of stage and studio, Suzahn has worked with a who's who in pop & jazz with stars including Roger Daltry, John Entwistle, Sam Bush, Sean Lennon, Julian Lennon, Pete Seeger, Faith Hill & Tim McGraw, Reba McEntyre, Dick Oatts, Alan Barnes, Digby Fairweather, Jaco Pastorius, Victor Wooten and many more.

Suzahn has original songs in over 20 network television shows played in over 40 countries including Oprah, Desperate Housewives, Kyote Ugly, Disney, ESPN, BET, National Geographic, Nickelodeon, My Big Red-Neck Wedding and more. Her national jingles (USA) include Certs, Dr. Pepper and Pillsbury to name a few. Suzahn has four songs in the Smithsonian Museum in Washington DC, and two in the Baseball Hall of Fame. Suzahn has composed many National Jingles (USA) and has songs in a number of Indie films.

Suzahn, who originally hails from New York City, currently lives in Nashville and spends a lot of time in London as well.

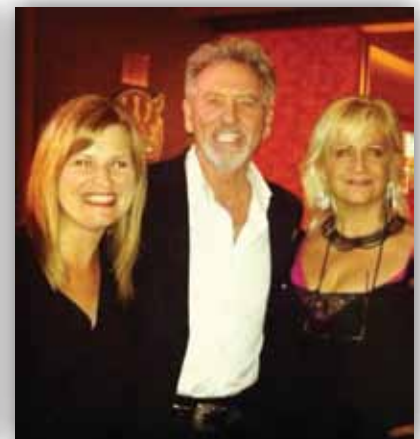
*"I am thrilled to be partnering with Marla and her wonderful children's book Mom's Big Catch! This inspiring story about a little girl's dream, her love of baseball and all the characters in her life, pulled at my heart strings with melodies and lyrics longing to be written. This joyful collaboration is only the beginning for a great partnership with extra innings." - Suzahn Fiering*



Marla with Suzahn Fiering at the Grammy Party.



Suzahn Fiering with Sir Paul McCartney

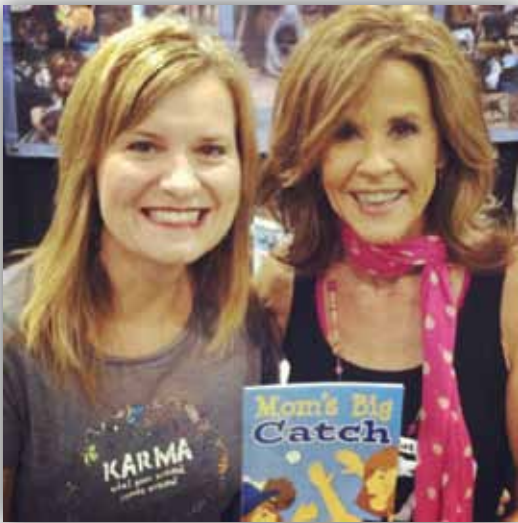


Marla with Suzahn Fiering and Suzahn's friend and colleague, Grammy winner and mega hit songwriter Larry Gatlin back stage at the Grand Ole Opry.

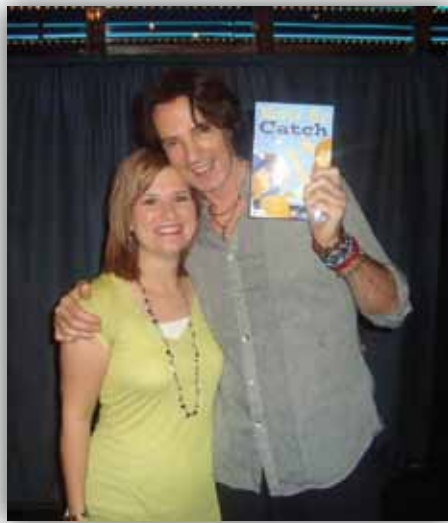
# Give a Dog a Home



Partial proceeds from Mom's Big Catch go to the Linda Blair WorldHeart Foundation with special thanks to Rick Springfield for his generosity in matching the donations! Along with Rick's match, Mom's Big Catch has already donated thousands of dollars. The mission of the Foundation is to make sure that every animal they rescue is given a second chance at a happy life and a loving forever home. Every dog deserves to be loved, and together we can all make that happen! [www.lindablairworldheart.org](http://www.lindablairworldheart.org)



Marla with Linda Blair



Marla with Rick Springfield



*"Moms Big Catch came to my attention purely from Marla's love for animals and approached my charity, Linda Blair Worldheart Foundation with an open heart and a need to help. I can't tell you how refreshing it was that a book with such a positive message is in turn helping animals in need. Those reaching out for that message are helping give homeless doggies the chance they deserve all while going on a little adventure with their children. I hope there are more stories to come from Marla, and thank you for creating another positive in your already beautiful message. Many thanks!"*

- Linda Blair

*"When Marla approached me about matching a donation for the Linda Blair WorldHeart Foundation, I thought about how much this would mean for the awesome dogs that Linda rescues and takes care of! It's a great opportunity to help a fantastic organization, and Mom's Big Catch is a very fun story for kids. I am happy to support this project."*

- Rick Springfield



# Mom's Big Catch Kids & Favorite Team Books

More versions coming soon!



Miller Park

Wrigley Field

U.S. Cellular Field



[Click here to read recent interview:](#)



For more information on  
Mom's Big Catch  
including: team customization,  
author visits, media interviews,  
sponsorship opportunities or  
setting up a time to meet at the  
Baseball Winter Meetings  
please contact:

**Marla McKenna**  
[marla@marlamckenna.com](mailto:marla@marlamckenna.com)  
262-514-4260  
[www.marlamckenna.com](http://www.marlamckenna.com)