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## **New Logo for Dodgertown West Baseball Tournament**

(Clovis, CA) January 24, 2005 – The Barry Berman Memorial Tournament, an annual three-day annual baseball tournament produced by Dodgertown West, will unveil a new tournament logo designed by the Baker Dillon Group and its members, Steve Caughran and K.C. Jackson, to honor the tournament's late founder, Barry Berman.

The 2005 tournament, featuring players from the Los Angeles Dodgers and San Francisco Giants fantasy camps, will be played in Fresno, CA at Grizzlies Stadium, March 25-27.

Berman, a Southern California resident was a long-time Dodgers fan who played the position of catcher. The logo will feature the Dodgers red and blue colors, a batter's profile and an outline of home plate. The logo will be used on the team's web site and player promotional items.

The Baker Dillon Group transforms company and product marketing into emerging brand experiences. The firm has created advertising and promotion programs for health, food, financial, entertainment and sports industry clients. For more information about BDG marketing services contact Sheldon Baker at (559) 325-7191.

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