FOR IMMEDIATE RELEASE
APRIL 14, 2021

DAVID PRICE, JASON HEYWARD, JACKIE BRADLEY JR. AMONG MORE THAN 100 MLB PLAYERS DONATING GAME-DAY SALARY ON JACKIE ROBINSON DAY TO SUPPORT THE PLAYERS ALLIANCE

The Players Alliance is a non-profit organization founded by a group of active and former MLB players seeking to improve representation of Black Americans in the sport. The group plans to honor Jackie Robinson’s life and legacy by launching a Breaking Barriers campaign, including a commitment to support the Jackie Robinson Foundation.

David Price, Jason Heyward, and Jackie Bradley Jr. are among more than 100 MLB players (and counting) of all races and backgrounds who have pledged to donate either their full or partial game-day salary to The Players Alliance on Jackie Robinson Day. By dedicating this day to back the Alliance’s efforts, they are truly playing for change and using their platform to show support for racial equity.

“On April 15, we honor Jackie Robinson as the first player to break the color barrier, a reminder there is still much work to be done in our game. As The Players Alliance seeks to bridge the gap of racial inequity in baseball, we’re encouraging players, on this date especially, to consider supporting the Alliance and our efforts to continue Jackie’s legacy of breaking barriers.” - Curtis Granderson, President of The Players Alliance

As part of the Alliance’s campaign, the organization will make a financial commitment to the Jackie Robinson Foundation to support the launch of the Players Alliance x JRF Scholarship Fund, empowering the first class of student recipients for the 2021 Fall semester.

The Players Alliance raised over $1 Million on Jackie Robinson Day in 2020, which the organization invested directly into Black communities across the country. The notable Players Pull Up tour traveled to 33 cities and was supported by more than 150 player members and allies, who personally joined the tour to give back. The two-month program provided pantry supplies and COVID resources to more than 20,000 families in need, and in partnership with Major League Baseball provided $1 Million worth of baseball equipment, giving kids across the country the tools to play our game.

Funds raised this year on Jackie Robinson Day will directly benefit the Alliance’s 2021 Gear For Good equipment distribution program. They will also amplify the organization’s mentorship, scholarship and access programs geared towards leveling the playing field, and providing the tools needed to help make many Black kid’s baseball dreams a reality.

To learn more about The Players Alliance visit www.theplayersalliance.com
For media inquiries, contact our team at media@theplayersalliance.com