



city of
bristol

News Release

FOR IMMEDIATE RELEASE
Friday, July 17, 2015

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Avoca Ball Park renamed “Friendship Park”



Friendship Park will be the new name of the Avoca Ball Park under a new naming rights agreement jointly announced today by Mitch Walters, President and CEO of Friendship Enterprises and the City of Bristol, Tennessee.

Under the 5-year naming rights agreement, Friendship Enterprises will pay the city \$25,000. The agreement includes signage located at the park entrance along the Volunteer Parkway and smaller signs to be installed at each of the three ball fields.

“On behalf of the City of Bristol, we are extremely proud to enhance our already great relationship with Friendship Enterprises. Besides being a leader in the car industry, Mitch Walters/ Friendship Enterprises has proven to be a dynamic community leader in Bristol,” said Vice-Mayor Chad Keen. “With Mitch’s commitment to the community, it makes this naming rights partnership a natural fit.”

“I never drive by here that I don’t think of the days both my sons, Brandon and Dustin, played little league, minor league, and senior league ball here. To say the least our entire family spent a good deal of time on these very fields and made a lot of wonderful memories,” said Mitch Walters. “The games played in this ball park represent the values we embrace as a company; integrity, teamwork, commitment, and hard work. We feel this is a win-win situation for all concerned and we are very proud to be an active participant in the revitalization of these fields,” Walters continued.

The park is located 2432 Volunteer Parkway. It is a 14.6 acre park and was purchased from the Sullivan County Board of Education in December 1978. The park includes 3 baseball fields, a large green space area and a paved parking area. The park is currently the home of Avoca Baseball League (Babe Ruth/Cal Ripken). The larger field is also the home field for Vance Middle School Baseball.

For more information, contact Terry Napier, Parks and Recreation Director at 423-764-4023 or email tnapier@bristoltn.org.