



PRIMERA PLASTICS

Defy Expectations

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Major League, Major Goals

Former Detroit Tigers, Primera Plastics and Holland Little League
Swing into Summer with First-of-its-Kind Baseball Camp



Primera Plastics approached Holland Little League to host a weekend baseball camp for nearly three-dozen elementary and middle school children from inner city Holland and Ottawa County. Featuring former Detroit Tigers Juan Berenguer and Ike Blessitt, the camp focused on batting and fielding skills, as well as encouragement and advice about working hard, staying in school and having a strong work ethic.

Held at Maplewood Youth Complex on May 18-20, the invitation-only program was created specifically for children who might not otherwise have an opportunity to attend sports-specific camps.

Primera Plastics CEO, Noel Cuellar, knows how sports can help build important personal development skills like character, persistence, integrity and focus – skills that help students find success on and off the field. A long-time advocate for all children earning their high school diploma and pursuing college or skilled trades, Cuellar wanted to create a fun, inspiring opportunity for students, and to connect with their parents.

While the children spent time working with the former Major League Baseball players, Noel met with parents to talk about the importance of education as a foundation for future economic stability and success. Desi Rodriguez, mother of one of the attendees, told Cuellar, "I really appreciate everything you did for the boys this weekend. I had a blast seeing the children's faces as they were playing the sport they love with each other and the MLB players. You have a great heart and you're making a huge difference in the community."

Berenguer, a two-time World Series Champion, threw pitches to each player until they registered a hit. All players went home with a signed baseball and picture of themselves with Berenguer and Blessitt. They also received a lunch box and carrying bag, courtesy of the Detroit Tigers.

Rene Mireles, Head Coach for Holland High Freshman Boys Baseball team remarked, "What Primera has started is what every town needs. By using baseball as the common ground, we are able to teach kids the importance of staying focused not just in school but in life."

The camp, first imagined by Felipe Ramirez, after numerous failed attempts to bring the camp to fruition for over 10 years, brought it to Noel Cuellar. The camp showcases how working together as a community can provide inspiring opportunities for all children. Shared Cuellar, "I wanted to help our local kids improve their baseball skills and show them how dedication, hard work and persistence can help them be successful in life."