

# CINCINNATI REDS™

## News Release

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### **Reds Players' Families Giving Back to Reds Country with 'Shop the Cause' at the Reds Team Shop**

#### ***Sales from Tiny Turnip apparel benefit Lighthouse Youth & Family Services***

CINCINNATI (June 21, 2024) — Cincinnati Reds players' families are giving back to Reds Country through funds raised from the sales of Tiny Turnip branded Reds wear sold in the Reds Team Shop.

This "Shop the Cause" program allows Reds fans to share the love this summer by purchasing unique apparel while raising awareness of youth homelessness.

The Reds Team Shop at Great American Ball Park now features a collection of Reds-branded sportswear and accessories for women and children from Tiny Turnip.

Proceeds from the Shop the Cause program featuring Tiny Turnip apparel will benefit Lighthouse Youth & Family Services.

"The Tiny Turnip apparel not only shows your Reds pride but also positively impacts our community," said Karen Forgus, Reds Chief Communications & Community Officer. "Each sale directly supports Lighthouse Youth & Family Services in Cincinnati, helping to brighten the futures of local youth in need."

The families of Reds players and coaches partnered with Tiny Turnip to design the custom apparel.

"Through this unique partnership, the families of Reds players and coaches collaborated with Tiny Turnip to create custom sportswear that embodies the spirit of the team, offering Reds fans a personalized and stylish way to show their support," said Kristi Bell, wife of Reds manager David Bell.

Available items include women's T-shirts and jackets, as well as T-shirts and onesies for kids, toddlers, and infants. Reds-branded scrunchies are also available.

The Reds Team Shop at Great American Ball Park is open seven days a week from 10 a.m. to 5 p.m., with extended hours on game days.

#### ***About Lighthouse Youth & Family Services***

Lighthouse Youth & Family Services provides safe spaces that foster hope and healing. Founded in 1969, Lighthouse offers a complete range of services for ages 0-24, including outpatient mental and behavioral health services, psychiatric care, two emergency shelters, youth housing, and street outreach. The agency also provides community juvenile justice services, residential treatment, and foster care and adoption. The agency's expert integrated services empower young people and their families to succeed through personalized care.

#### ***About Tiny Turnip***

Tiny Turnip offers licensed apparel for women and children in all 30 MLB teams and expanding into Churchill Downs and NCAA. They also continue to collaborate with the wives and families of athletes to create custom game day apparel that commemorates the special moments and memories that are shared as a family.