



News Release
For Immediate Release



Contact: Jessica Berry
Jessica.Berry@uchealth.org
303-807-9491

UCHealth to donate \$5,000 to Gold Crown Foundation every time a Colorado Rockies player scores a “Hit the Mitt” home run this season
New 18-by-30-foot left field sign at Coors Field inspires home runs to support youth sports and education programs

Denver (April 5, 2018) — Every new baseball season generates excitement surrounding the newest ballpark food, vendors or additions to the stadium. For the [Colorado Rockies](#), the new videoboard at Coors Field is garnering quite a bit of attention – but there is another outfield feature that’s worth a look.

Each time a Rockies home run ball hits any part of the new UCHealth “Hit the Mitt” sign in left field throughout 2018, [UCHealth](#) will make a donation via the Colorado Rockies Foundation to [Gold Crown Foundation](#), a Colorado 501(c)(3) that offers youth sports and education programs to nearly 20,000 boys and girls annually throughout Colorado and the surrounding states.

“The more home runs, the better,” said Manny Rodriguez, chief marketing and experience officer for UCHealth. “We all love seeing our Rockies players fire up their bats. Now, every time one of them hits this sign, they’ll be scoring for the team and helping kids live healthy, extraordinary lives. Gold Crown does a great job of providing opportunities to kids who otherwise wouldn’t have them.”

Among the kids who benefit from Gold Crown’s programs is Parker Teff, a 14-year-old who was born with cerebral palsy. Teff, who plays on three year-round basketball teams, has been known to score 20 points in a game, and his peers have often picked him as their MVP. He’s also a master of the 3-point shot, and he once hit 23 in a row during practice. Playing sports year-round for hours each day helps keep Teff’s muscles loose and healthy. He also loves the supportive atmosphere he finds through Gold Crown.

“It’s like a second home for me, a place where I always know I’m welcome,” Parker said. “It’s a place I can be me. I don’t have to worry about people judging me.”

Gold Crown was founded in 1986 by former Denver Nuggets player and coach Bill Hanzlik and his business partner Ray Baker to originally offer girls basketball programs. Now, Gold Crown teaches life skills to boys and girls ages 6 to 18 through its basketball, volleyball, golf and education programs and grants nearly \$100,000 in scholarships annually.

“Parker is a great example of the types of players we see in our programs,” Hanzlik said. “We aim to provide as many opportunities as possible to youth in the Denver area, and the support from UCHealth and the Colorado Rockies through the ‘Hit the Mitt’ program will only increase our ability to provide opportunities for more student-athletes like Parker.”

About UCHealth

UCHealth is an innovative, nonprofit health system that delivers the highest quality medical care with an excellent patient experience. [UCHealth](#) combines [Longs Peak Hospital](#), [Memorial Hospital](#), [Poudre Valley Hospital](#), [Medical Center of the Rockies](#), [UCHealth Medical Group](#), [Broomfield Hospital](#), [Grandview Hospital](#), [Yampa Valley Medical Center](#), [Pikes Peak Regional Hospital](#), and [University of Colorado Hospital](#) into an organization dedicated to health and providing unmatched patient care in the Rocky Mountain West. With more than 100 clinic locations, UCHealth pushes the boundaries of medicine, providing advanced treatments and clinical trials and improving health through innovation.