The Vision:

Arab Community Advocacy
- Celebrate Arab heritage in the US
- Establish an Egyptian Olympic team

Bringing Baseball Back
- Offer seasonal youth leagues
- Incorporate baseball into P.E. curriculums

Creating Connections
- Teach teamwork and foster friendships
- Provide family and community-based programming

The Internship:

Strategy Development

Digital Marketing

MLB Affiliate Interviews

Media Relations

Content Creation

Newsletter Outreach

The Organization:
Because Baseball is a Cairo-based NGO bringing baseball back to the Middle East and building bridges of friendship along the way.

The Impact:

2 Newsletters created for internal audience of +1,300 subscribers

1m People reached through content since 2021

+4,239% Increase in Instagram profile visits in the past 90 days

1st Publicized and marketed Africa’s first-ever MLB Playball event

SI Secured the organization’s first upcoming story with Sports Illustrated

6 Videos edited and subtitled for upcoming #PlayAtHome marketing campaign