

April 28, 2020

## Major League Baseball Players Trust Joins Protect the Heroes Campaign to Support Local Hospitals on COVID-19 Relief Efforts

*MLB Players Trust to commit \$150,000 to campaign led by the AHA, the Association of Healthcare Philanthropy, and The Creative Coalition*

The Major League Baseball Players Trust [announced](#) that it is committing \$150,000 to the [Protect the Heroes campaign](#) as part of the organization's effort to support and help communities significantly affected by COVID-19.

The [AHA](#), the [Association for Healthcare Philanthropy](#) and [The Creative Coalition](#) developed Protect the Heroes to raise funds for critical hospital resources to support the needs of physicians, nurses and caregivers who are treating COVID-19 patients.

The Protect the Heroes platform allows direct donations to be made to hospitals and other health care organizations of the donor's choice. Every dollar will be used by hospitals and other health care organizations to fund the fight against COVID-19. The Players Trust contribution will be used in support of hospitals across the United States.

"America's hospitals and health systems greatly appreciate the support of the Major League Baseball Players Trust in this important effort to get funds to the front lines of this public health crisis," said AHA President and CEO Rick Pollack. "Their involvement sends an important message about the value of the local health care organizations that are bearing the brunt in the fight against COVID-19."

"We are so grateful for the generosity of the players of Major League Baseball," said Alice Ayres, president and CEO of the Association of Healthcare Philanthropy. "By joining Protect the Heroes, they are making a powerful statement to us all about how critical it is to support hospitals and other health care organizations fight to save people across this country."

The AHA, Association of Healthcare Philanthropy, and The Creative Coalition will continue to work with the Major League Baseball Players Trust, other organizations and individuals on efforts to promote the Protect the Heroes campaign. Click [here](#) to access a toolkit that can help your organization amplify the message.

### Further Questions

If you have questions, please contact AHA at 800-424-4301.