



**FOR IMMEDIATE RELEASE**

DATE: July 9, 2008  
CONTACT: Chris Barry  
Communications Manager  
Landon, Farrey & Associates, Inc.  
630-696-4009  
cbarry@landon-farrey.com

**Chicago 16” Softball Hall of Fame Selects New Management Company**

The Chicago 16” Softball Hall of Fame (HOF) has selected Landon, Farrey & Associates, Inc. (LF&A) as its new management company.

Established in 1996, the Chicago 16” Softball Hall of Fame has been formed to promote the great game that started in Chicago by honoring and recognizing the game's best players, teams and supporters.

LF&A specializes in providing management services to industry associations and institutes.

“For over a decade the HOF has relied on approximately one hundred passionate volunteers to support the organization’s activities and I would like to thank them all for their outstanding efforts,” says Gary Thorsen, HOF President. “Our board of directors came to the realization that, for the Hall of Fame to move forward with increased activity and upcoming projects, the organization needed a professional management firm that can provide the necessary infrastructure to get the day-to-day tasks accomplished.”

One of the Hall of Fame’s major events includes an annual awards dinner, which attracts over 600 people. LF&A will work with the HOF to raise funds and attract sponsors for their website and awards dinner.

“With LF&A’s help in organizing events like the awards dinner, the HOF board and volunteers will be better able to concentrate on marketing the game and adding events,” says Thorsen. “And, as ambassadors of the great sport of 16” softball, our number one concentration is the establishment of a new Museum and Inductee Park, located in Forest Park, IL. This venue will honor the game and those who have played it.”

According to Patrick Farrey, Principal of LF&A, becoming part of the HOF team has been an exciting endeavor for the management company.

“We look forward to working with the Board to create a truly unique experience, and to share the love of the game with future generations,” says Farrey.

The HOF will be managed from LF&A’s executive offices in Naperville, IL.

---

The Chicago 16” Softball Hall of Fame was established in 1996. The HOF has three missions to honor and recognize the best players, managers, media, organizers, umpires and teams, market the sport’s great heritage and promote playing the game. [16inchsoftball.com](http://16inchsoftball.com)

---

Landon, Farrey & Associates, Inc. (LF&A) is an association management company, specializing in providing professional management services – including executive director and management teams - to industry associations and institutes. For more information about Landon, Farrey & Associates, call 630-696-4000 or visit [www.landon-farrey.com](http://www.landon-farrey.com).