

"Take Me Out To The Ball Game"
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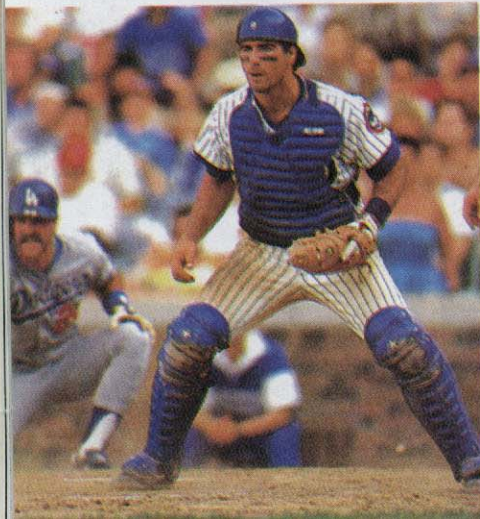
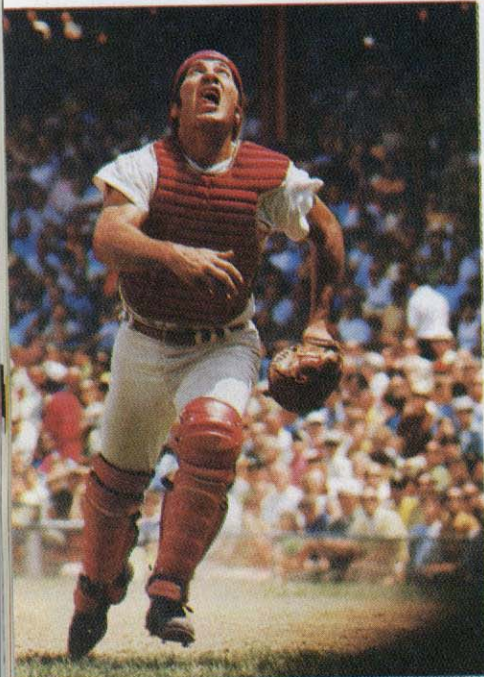


High Light

"Take me out to the ballgame, buy me some peanuts and crackerjacks, I don't care if I ever go back!" So goes the famous American song, and so displays the feelings of most people in the United States towards this most-loved of all Western sports.

Indeed, from "Fenway Park" in the East, to "Candle-

stick" in the west, They seem to crowd to these baseball stadiums, hoping to become part of the excitement that is called "The national pastime". With beer and hot-dog in hand, the fans scream and jump in the stands, as the "Boys of Summer" display their athletic prowess on the field below. So why this undying loyalty to a sport in a country



that has so many to choose from? Perhaps it is the seeming simplicity of the game itself. Even the first-time viewer will find himself understanding "batting averages" and feeling the tension of a "full count" after just a few innings have gone by. Or perhaps it is the excitement generated by the game; watching the lone batter try to take a crack at the tiny hardball rocketing past him at speeds of over 90 miles per hour; or the 200-pound base-runner, gathering speed, heading towards an inevitable collision with the catcher protecting the home plate...Whatever the reason, Americans flock to the parks by the millions to take part in this sporting ritual.

But they are not alone...many countries, particularly Japan, have now caught this "bug" they call "Baseball Fever" Truly contagious, baseball

seems on it's way to becoming one of the few "universal" sports enjoyed by people around the world. Although we have not built baseball parks, or started up a "Thai World Series", Thailand, too, has found the thrill of watching this sport.

This month, IBC is proud to announce the addition of hours of exciting baseball action! Beginning this month, we will present the thrills-and spills-of American College baseball, via ESPN. Now, you don't have to travel overseas to see baseball action-just head towards your television-and tune in to News and Sport channel.

"So, ROOT, ROOT, ROOT! For the home team-if they don't win, it's a shame. One, two, three strikes...your out! At the old ballgame!" Find out what the whole world is singing about-tune in, and catch the thrills of College Baseball, this month on IBC!

