



Danville Baseball Club, LLC

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Facebook: Danville Baseball - Appalachian League

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January 19, 2021

DANVILLE BASEBALL CLUB GENERAL MANAGER ANNOUNCED

Following the January 15th announcement that the City of Danville and Danville Baseball Club, LLC have entered into a long-term MOU to lease American Legion Post 325 Stadium, the team is pleased to announce that **Austin Scher** has been hired to serve as General Manager. Scher will work alongside team owners Brittany and Ryan Keur to lead the organization into the inaugural season of the new Appalachian League, powered by MLB and USA Baseball.

"From the moment I met Austin in 2015, I knew he was going to do special things in this industry. I've had the luxury to work with him for the majority of the past six years and cannot overstate the growth he's experienced both personally and professionally," said Ryan Keur. "He embodies everything that sport should represent and understands the impact that sport can have on a local community. As a baseball team, we pride ourselves on being active, engaged and strong community stalwarts."

Born and raised in Durham, NC just three miles from Durham Bulls Athletic Park, Austin fell in love with the hometown baseball experience before he could walk. His first full season in baseball was in 2015 when he interned with the Burlington Royals while he was a student at the University of Wisconsin. There, Austin gained a special appreciation for Appalachian League baseball. He believes that the fans, the ballparks, and the communities encompass all that is right about hometown baseball, and the family friendly atmosphere creates an opportunity for unforgettable fan experiences.

"As someone who began my baseball career as an intern in the Appalachian League, I am beyond proud to now be the general manager of an Appalachian League organization," Scher said. "I love this league and the communities that make it up, and I look forward to ushering in a new era of Danville baseball."

Before joining Danville as the General Manager, Austin spent two seasons as a Sales Associate with the Greensboro Grasshoppers of the South Atlantic League. While in Greensboro, Austin was an ambassador for the High Point Chamber of Commerce and served on their membership and marketing committee. Following the 2016 and 2017 seasons in Greensboro, Austin moved to Daytona Beach, FL and began his tenure with the Daytona Tortugas as Director of Sales. He was promoted to Director of Corporate Partnerships following the 2018 season, then Assistant General Manager following the 2019 campaign. Outside of his involvement with his teams, Austin invested in the community. He served three years as Marketing Chair for the United Way of Volusia-Flagler Counties Generation IMPACT board, and one year each in the roles of Social Media Chair for the Rotary Club of DeLand, Networking Events Chair for the Volusia Hispanic Chamber of Commerce, and ambassador for the DeLand Area Chamber of Commerce.

Austin has expressed his plan of ensuring Danville's historic relationship with baseball will flourish and grow for years to come, with two missions in mind to accomplish this—to ensure that everyone has an amazing time at the games; and that the community knows the Danville Baseball Club is *our* team,

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where every member of the community feels proud and involved in everything that takes place.

"The Danville Baseball Club is for everyone. Every member of our community has an open invitation to visit the ballpark, and every member of our community will be represented in everything we do. I look forward to providing unmatched memorable entertainment for every fan that comes through our gates," Scher said.

The 2021 Danville Baseball Appalachian League schedule will be released in the coming days, followed by the announcement of several community engagement opportunities as the team looks to rebrand.

Danville Baseball Club, LLC is part of Knuckleball Entertainment, LLC, which also owns and operates Burlington Baseball (NC) of the Appalachian League. Owner Ryan Keur is renowned in the industry, having previously been the Appalachian League Executive of the Year in 2014, 2015, and 2016; as well as being named the 2017 Minor League Baseball Executive of the Year by both Baseball America and Ballpark Digest.

For more information on Danville Baseball Club:

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