

## New “Easton Collab Series” Kicks Off With Original Music From Former MLB Player And Dynamic Artist CJ Beatty

Return of iconic B5 Pro Big Barrel Baseball Bat is the inspiration behind new hip-hop song and music video. Launches the brand's collaborative creative platform.



**Thousand Oaks, Oct 19, 2020 ([Issuewire.com](https://www.issuewire.com))** - Easton Diamond Sports, the industry leader in baseball-softball product innovation, released an original song and music video written and performed by CJ Beatty, which features the return of the most storied bat in the game: Easton's B5 Pro Big Barrel (commonly known as “The Green Easton”). The new track, entitled “I’m Swinging B5”, not only brings the performance of Easton's new B5 Pro Big Barrel BBCOR baseball bat to life in music and lyrics but also features the names of some of the most legendary players in the game who used the original bat: Bo Jackson, Mark McGwire, Tony Gwynn, Barry Larkin and many more. This collaboration also marks the introduction of a new creative platform, the “Easton Colab Series”, which will focus on the brand's collaborations with a variety of content creators and artists moving forward.

“We’re constantly looking for new ways to stretch creativity and advance storytelling in baseball and softball,” said Easton VP of Marketing and Ecom Austin Hurwitz. “This new platform will ultimately allow us to explore a wide range of subjects in a variety of forms, and in partnership with some amazingly talented individuals. We’re so excited to launch the Easton Colab Series, beginning with original music that will bring to life such a special innovation in the 2021 B5 Pro. In the short time, CJ has been part of Team Easton, I’m convinced there’s nothing he can’t do—and everything he does is positive for players of all ages and the growth of our sports.”

Beatty is a dynamic talent, formerly a pro baseball player with the St. Louis Cardinals and Chicago

White Sox, as well as pro, hitting coach and pro scout, now dedicated to creating music and public speaking that motivates players with passion and positivity. In the music video for “I’m Swinging B5”, CJ returns to his roots at Glenn High School in Kernersville North Carolina with several players from the local community. There, they put on a show set to the track’s beat with the power of Easton’s 2021 B5 Pro while embodying Beatty’s motivational swagger.

“Working with Easton is a dream come true,” said Beatty. “It didn’t take me long to see that our vision for progressing the game, including doing so in underprivileged communities, was the same. The Easton team was super creative throughout the process, and I can’t wait for everyone to blast this music all over the world. This collaboration is legendary!”

The B5 Pro was introduced earlier this month to great fanfare, followed up just weeks after with a video that featured the bat rousing Omaha’s Johnny Rosenblatt Stadium to its former glory. With buzz about the bat already building rapidly, and both the song and music video dropping on the heels of the MLB post-season, it will be no surprise if “I’m Swinging B5” becomes THE walk-up song of choice heading into 2021, with players flashing a thumbs up (“b”) and five fingers (“5”) when they get on base or cross home plate.

In conjunction with the song and music video, Easton is also rolling out a UGC program on social media which will ask fans to imitate the thumbs up and five fingers hand gesture shown in the music video and share their excitement for the new bat. By using #GreenEaston and tagging Easton with their posts on Instagram, Facebook, Twitter and/or TikTok, they will be entered for a chance to win a 2021 B5 Pro Big Barrel bat. Some will receive a limited edition VIP kit, which includes the bat, B5 Pro t-shirt and hat as well as an exclusive book/poster with the B5 Pro’s story featuring some of the most legendary players in the game who used the original bat: Bo Jackson, Mark McGwire, Tony Gwynn, Barry Larkin and many more.

Today, the centerpiece for the Easton Colab Series is the B5 Pro bat. However, Easton plans to cultivate creative expression and storytelling for an evolving variety of baseball as well as softball products and performance, instruction and tips, lifestyle and cultural aspects of the games, fresh perspectives and immersive media, important causes and more. The 2021 B5 Pro Big Barrel -3 BBCOR is the best performance, feel and sound that Easton has ever engineered in a 1-piece aluminum BBCOR bat, and its design is a modern remix of the original’s classic look. The Green Easton is back, and now available for purchase in stores and online.

To listen to the song, watch the music video and for more information about the B5 Pro and Easton Colab Series, please visit <https://www.easton.com/greeneaston.html>. Follow Easton on Instagram, Facebook, Twitter, YouTube, TikTok and LinkedIn as well as #greeneaston.

## About Easton:

Easton is the world's leading manufacturer of baseball and softball equipment, and the most iconic brand in these sports. Headquartered in Thousand Oaks, CA, Easton Diamond Sports, LLC. manufactures bats, ball gloves, apparel, bags, batting gloves, helmets, catcher's equipment, and related

accessories. The company's commitment to innovation and game-changing technologies propelled Easton to the No. 1 bat position, including breakthrough technologies with aluminum and composite materials. As a result of this commitment to R&D and its storied brand heritage, Easton has long-standing relationships with Little League Baseball, USSSA Baseball & Softball, USA Baseball & Softball, hundreds of NCAA collegiate teams and numerous professional baseball and softball players. For more information, please visit: <https://www.easton.com/>.

### **About CJ Beatty:**

CJ Beatty is a native of Winston-Salem, North Carolina. His athletic accomplishments led him to be selected in the 2009 Major League Baseball Draft by the St. Louis Cardinals. From there, he would soon become a hip-hop artist and motivator who specializes in teaching and inspiring people to believe in themselves when nobody else does. With hits like “Mr. I Don’t Bunt” and “Bad Umpire”, his YouTube channel has reached people in over 200 countries and continues to provide a source of inspiration for many. Since 2013, CJ has traveled around the world delivering powerful messages to a wide range of audiences by crossing age and cultural lines.

For more information, please visit <http://www.cjbeatty.com/>.

Follow CJ on Instagram, Facebook, Twitter, SnapChat, YouTube and LinkedIn.



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