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Lawrence L. Ackerman  
GWhyNot  
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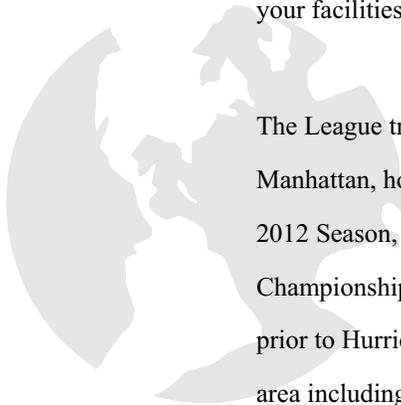
# GWhyNot

Rockaway Little League  
c/o Martin Andresen  
[REDACTED]

December 28, 2012

Dear Martin:

On behalf of the Kevin McAuliffe City Softball League, it is my privilege to present a contribution of \$1500, Check 1761, to the Rockaway Little League to assist you in the rebuilding of your facilities as a result of significant destruction caused by Hurricane Sandy this past October.



The League traditionally holds an End of the Year Event commemorating the Season in lower Manhattan, honoring and recognizing the achievements of the participants in the League. During the 2012 Season, the SBS Giants, representing the Small Business Services, secured their first Championship in a thrilling and extended best of three series. The End of the Year Event was not set prior to Hurricane Sandy due to scheduling conflicts. Given the devastation around the New York area including lower Manhattan, I recommended to the members of the League that we should consider donating the money to be spent on the End of the Year Event to Hurricane Sandy restoration. An overwhelming majority of the teams supported the idea as many of the participants had been impacted by the storm both personally and professionally.

In lieu of a general donation, I wanted to see our funds go to an organization that could benefit from a direct donation. Additionally, I wanted to find an organization that promotes sports recreation and camaraderie which we all enjoy in our adult years. Led by 2012 League MVP and SBS Commissioner, Rob Walsh, I was informed about your Little League and some of the challenges upon you to prepare for the 2013 Season. Rob placed me in contact with Eddie Albert who referred me to your League from the Brooklyn Bulldogs of the 78<sup>th</sup> Precinct Youth Council. Being involved in my local Plainview Little League, I agreed. I can personally attest to the positive impact that the

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Little League has within the community fostering teamwork, sportsmanship and a sense of normalcy.

As background on the League, it is named for Mr. Kevin McAuliffe. Mr. McAuliffe was the Commissioner of the league from 1991, until his death on August 19, 2000. The League, made up of government staff members, people who work in media and communications, and other independent teams takes place within New York in the Manhattan and Brooklyn boroughs. Kevin was widely respected and his presence both on and off the field is missed.

Mr. McAuliffe had a long career in New York government, publishing, media and communications, working behind the scenes as a speechwriter and press aide at City Hall under Mayors Ed Koch (1984-88), David Dinkins (1989-93) and Rudolph Giuliani (1994). He also wrote speeches for former New York City Council Speaker Peter Vallone during his time as Speaker. At the time of his death, Mr. McAuliffe ran a communications consulting firm, Kevin McAuliffe Communication and Editorial Services, in Manhattan. Married in April 2000, he released his critically acclaimed book *Sayings of Generalissimo Giuliani*.

Mr. McAuliffe began his career as a newspaper reporter and editor, and a radio broadcaster, in New England. He then moved to the New York publishing world as a ghostwriter and author. His first published book, *The Great American Newspaper: The Rise and Fall of the Village Voice* (Scribner's, 1978) is an award-winning history of the early years of the Greenwich Village-based alternative weekly-cited by the University of Missouri Journalism School as the outstanding book on journalism published that year.

Mr. McAuliffe was a member of the American Association of Political Consultants (AAPC), and a two-time Pollie Award Winner from the AAPC for his work in public service media campaigns. He was a 20-year member of the First Friday Group, a group of (mostly) Irish Americans who met, until recently; at the old Irish pub Eamonn Doran's on the first Friday of each month for the "most interesting conversation in New York.

In support of all of the great work that you do within your community please accept this donation toward your operations to serve the children and families in your community on behalf of all of our League Members.

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Yours truly

Lawrence L. Ackerman  
Commissioner, Kevin McAuliffe City Softball League