



4th of July Charity Softball Tournament Attracts Hundreds of Participants and Raises Thousands for Charity

On Thursday July 4th, MASECO Private Wealth in conjunction with LondonSports hosted the 2nd Annual LondonSports Charity Softball Tournament at Wormwood Scrubs near White City. The tournament was sponsored by BDO, Blick Rothenberg, Frank Hirth, Goldman Sachs, London & Capital, MASECO Private Wealth, Withers Worldwide and participants included players from more than 20 different companies. The players included a mix of tax advisors, wealth managers, estate and trust attorneys and other professionals servicing the American community living in the UK. The level of experience ranged from never having played before to players with decades of experience and the age of players ranged from 12 years old to the mid-60's. Umpires were teenagers from the LondonSports league who train both players and umpires during the season which runs from April to June. The 18-team format saw each team play 3 or 4 short matches in a group stage followed by a knockout finals round. At the end of the play, food truck vendor, Philly Chilli, fed the 220 participants with American style veg and beef chilli. The event raised more than £15,000 for the LondonSports charity to fund ongoing operations and to help underprivileged children to play baseball in the league.

Founded in 1986, LondonSports runs the largest and most established youth baseball and softball league in the UK. They have registered and trained over 15,000 children to play baseball and softball in over 12,000 games. Their goal is to give every player a chance to learn about the sport, improve their skills and develop self-confidence and self esteem, with a strong focus on the importance of teamwork and good sportsmanship.

As a non-profit organisation, LondonSports relies heavily on sponsorship and volunteers so that the league is equally accessible for everyone, allowing boys and girls aged 5 to 17 the opportunity to learn to play baseball and softball in a safe and fun environment. To find out more about LondonSports go to www.londonsports.com

MASECO Private Wealth is one of LondonSports' main sponsors. In addition to sponsoring the leagues, MASECO Private Wealth also sponsors their Player of the Week and Homerun Hitter Competition. For more information go to www.masecoprivatewealth.com/london-sports





Josh Matthews, Co-Founder and Managing Partner of MASECO Private Wealth commented:

"We are delighted to have organized such a successful event that fielded players from the top professional firms supporting Americans living in the UK with their financial and/or tax needs. Our firm is a strong supporter of LondonSports. All my children have grown up playing baseball or softball and have learned about teamwork. As a business we provide wealth management services to American ex-pats living in the UK and many children of our clients play in the LondonSports leagues."

Richard Cassell, Partner at Withers Woldwide commented:

"Thanks for organising the festivities...I have to say that I haven't participated in any team sports for over 50 years and then it was compulsory along with team spirit which is a concept I have determinedly avoided all of my adult life...the Withers group had a good time and I know that all the MASECO people put a lot of work in to make it an enjoyable day. And the chilli was excellent."

Robyn Limmer, Managing Director of Frank Hirth commented:

"It was a great afternoon, really enjoyed it. Thanks for organising."

Jonathan Gold, Executive Director of London & Capital commented:

"Thank you to you and all at MASECO for a great day. Great to meet all of the team too and thanks for making it a fun day."

Libby Cade, Senior Manager at PWC commented:

"Just wanted to say thank you again to MASECO...for a great day yesterday. We all enjoyed it immensely and was great meeting so many different people - a few of us are nursing some aching muscles and sunburn today but was great fun!"

Off the success of this great event and the amount that we raised for the LondonSports charity, we are already starting to organise the 3rd Annual LondonSports Charity Softball Tournament which is scheduled for Friday July 3rd, 2020.