



American Water Heaters Sponsors Local Little League Team

The Unicoi County High Heaters, a Little League team comprised of 11 boys, proudly wore the American Water Heater logo on their jersey for the 2008 USSSA season. The boys, eight 13 year olds and three 12 year olds, played in the 13 and Under Division in Unicoi County, which is located close to the American Water Heaters manufacturing plant in East Tennessee.

American sponsored the team as a way to further their new baseball marketing themed program, which ranges from Major League Baseball activities to local community support.

