

# Jeff Idelson, Baseball Photographer Launch Grassroots Effort

By John Aceti

April 25, 2019



Retiring Baseball HOF President **Jeff Idelson** and longtime baseball photographer **Jean Fruth** are teaming up to launch Grassroots Baseball, a charitable program that will see the two travel along the famed Route 66 to celebrate amateur baseball and provide lessons and equipment to young players. The Grassroots program was inspired by Fruth's new book, "Grassroots Baseball: Where Legends Begin," in which she documents baseball hotspots inside and outside of the U.S. The two will periodically be joined in their venture by HOFers like **Goose Gossage, Johnny Bench and George Brett.**

Idelson, who will conclude a 25-year tenure with the HOF later this summer, said the Grassroots program will aim to "celebrate and give back" to the amateur game. Fruth said the idea behind following Route 66 came from her desire to "tie Americana into baseball," and to tell the "forgotten story of the small town." Idelson and Fruth will drive to a new stop each month, starting in Chicago in May, and finishing in Santa Monica in October.