

The good folks at the Hawkeye Convenience Stores helped us get the new Iowa Women's Softball League off to a great start this summer by sponsoring one of our teams.

Now the Hawkeye Convenience Stores will have their name directly tied to the entire league as the title sponsor for 2018.

Hawkeye Convenience Stores has eight locations in Cedar Rapids, Marion and Hiawatha, as well as a store in Iowa City and another store in Davenport.

"We at Hawkeye Convenience Stores are proud to be the 2018 title sponsor for the Iowa Women's Softball league," said Matt Banning, the CEO of the company. "This league provides an opportunity for college softball players to work on their skills and for teammates and old friends to get together regularly for some friendly competition.

(CLICK HERE TO REGISTER)

"This opportunity didn't exist in our area until last year, and we are excited to be part of it from the beginning," Banning continued. "Our family of companies and employees support and participate in the communities we serve. For these reasons, we are delighted to support the Iowa Women's Softball League."

There were four teams and 60 players in the league this season in Cedar Rapids. Next year, the IWSL plans to expand and have six teams in Cedar Rapids in the Eastern Division and four teams in the new Central Division in Indianola and Ames.

"We greatly appreciate the generous support from the Hawkeye Convenience Stores and Matt Banning," said Jim Ecker, the director of the Iowa Women's Softball League. "Thanks to their financial support, the league can continue to grow and give even more girls a chance to play competitive softball during the summer."

Banning's daughter, Katelyn, played softball at Center Point-Urbana High School and is now a freshman on the team at Indian Hills Community College. She played in the Iowa Women's Softball League on the final day of the season this year after her high school career was over.

Registration for the 2018 IWSL season has begun and there is a registration link with this story. The entire process can be handled on-line, including the $100 player fee through PayPal.