

## North Carolina Diamond Youth Baseball

Roy West, State Director  
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TO: NC LEAGUES

FROM: Roy West, STATE DIRECTOR

DATE: JANUARY 3, 2024

SUBJECT: DYB Name Change

In 2022 the national board of Dixie Youth Baseball began a process of changing it's name. This has been discussed for over 10 years. It was changed to DYB Baseball for the 2023 season and has now changed to Diamond Youth Baseball (DYB) beginning in the 2024 season. During the last 3 years we started seriously discussing the branding of our product. But, last year we earnestly began research and discussion to make a change to our current Diamond Youth Baseball (DYB). After 3 years of discussion with the DYB National Board, with much thought and input from league leaders and an a vote by the National Board, we agreed to the use of the word DIAMOND. We decided on the word DIAMOND because it represents the word associated with the infield of a baseball 'diamond' and fits our acronym DYB. Using '**D**'iamond was done purposely to allow leagues that already were using the DYB logo to continue using the DYB branding that already exists in many ball parks. In 1955 we were named Little Boys Baseball. But, in 1957 we were sued by Little League about the use of the word "LITTLE"; resulting in us changing our name to Dixie Youth Baseball. This demonstrates our flexibility to change our name as times and situations dictate.

The purpose in changing the name was to broaden the ability of DYB to offer other programs than just baseball for kids 7–12. Some of our leagues across the southeast had requested DYB to offer softball so their boys and girls would play for the same organization. DYB now also offers softball for girls ages 7–18. This could not have been done under the Dixie name. Local leagues associated with DYB can still use the name Dixie if they choose. The name change is only required at the district level and above. I'm looking forward to another great year watching young boys and girls play the sport they most love.

Roy West  
NCDYB State Director