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Grand Opening of The Hitter's Edge and 7 Deadly Spins Fastpitch

By Alex MacLean Valenzuela

Whitehall, PA – Join us to celebrate the grand opening of The Hitter's Edge and 7 Deadly Spins Fastpitch! We look forward to having you join us and our new owner Alex MacLean Valenzuela (Northampton '09 ; Bucknell '13).

The Grand Opening event will feature a day packed with exciting activities, including games, competitions, batting cage specials, and more. 3679 Eberhart Road, Whitehall, PA 18052

Date & Time: Saturday April 12, 12:00 PM - 8:00 PM

Our Ribbon Cutting Ceremony, hosted in partnership with the Whitehall Area Chamber of Commerce, will take place from 2:30 PM – 3:30 PM with a 3PM Ribbon Cutting, and will feature Jocelyn Alo, professional softball player and NCAA home run record holder, as the guest speaker.

Additional Highlights of the Day Include:

Easton/Rawlings will be on site with a vast selection of baseball and softball equipment. You can try out the hottest bats and the best gear in the game.

The Roaming Oven Pizza will be on-site starting at 12:00 PM, serving up delicious artisanal pizzas.

Up The Ranks Performance is hosting a Baseball Hitting Clinic from 12:00 PM – 1:30 PM.

7 Deadly Spins Fastpitch is hosting an exclusive Softball Clinic with Jocelyn Alo immediately following the ribbon cutting. The clinic will be led by Jocelyn Alo, ESPY Award-winning professional softball player, alongside the 7 Deadly Spins coaching staff. After the clinic, Jocelyn will lead a mental training session focused on self-reflection, growth, and mindset.

For information on how to sign up for the baseball and softball clinics please visit thehittersedge.com.

About our Owner – Alex MacLean Valenzuela:

Alex MacLean Valenzuela, a proud Lehigh Valley native and former Division 1 softball player, has dedicated over 10 years to developing and training softball athletes. What began as 7 Deadly Spins Fastpitch in her childhood backyard has grown into the Lehigh Valley's premier softball training and development company, serving athletes from across the region. Alex and her team have sent over 50 athletes to play at the collegiate level. Alex also hosts camps nationally with professional softball athletes.

In October 2024, Alex made a bold move in her entrepreneurial journey by purchasing The Hitter's Edge, an indoor training facility for baseball and softball that has served the community since 1992. Since acquiring the space, Alex has poured her passion and resources into enhancing the facility, making it a premier destination for local athletes. Her mission is to continue to provide the best indoor training experience, helping local athletes reach their full potential.

THE HITTER'S EDGE & 7 DEADLY SPINS GRAND OPENING SATURDAY 4/12, 12PM-8PM

ALL-DAY EVENTS

- BATTING CAGE SPECIALS
- BAT GIVEAWAYS
- RAFFLES
- HOMERUN DERBY
- CONTESTS
- RAWLINGS/EASTON DEMOS



JOCELYN ALO

OKC Spark Professional
Softball Player
NCAA Homerun Leader
ESPY Award Winner
Forbes 30 Under 30
2-Time National Champion



REGISTER NOW



<https://7deadlyspins.me/GrandOpening>

TIMED EVENTS

- 3PM RIBBON CUTTING
- 3:30PM JOCELYN ALO CLINIC
- 6PM VIP MENTAL SESSION WITH JOCELYN ALO

