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Coca-Cola Park to get a new name in 2027

IronPigs looking for new naming rights partner

By Evan Jones
The Morning Call

One of the Lehigh Valley's most familiar landmarks will be getting a new name.

The Lehigh Valley IronPigs announced Tuesday that ABARTA Coca-Cola Beverages will conclude its naming rights partnership for Coca-Cola Park in Allentown, effective at the end of the 2027 baseball season. The name has been on the stadium in the city's East Side since it opened in 2008.

"We've been blessed to have a partner such as Coca-Cola who

helped establish our efforts for the first 20 years of our ballpark's legacy," IronPigs President and General Manager Kurt Landes said in a statement. "While I understand today's announcement may carry some nostalgia for many who have a strong emotional connection to the ballpark, it's an opportunity to celebrate Coca-Cola and their contribution to our fans and the entire region over two decades."

Landes said the IronPigs will begin a "deliberate and thoughtful" search for a new naming rights partner.

"We are looking for a partner

who values community, a shared set of values and long-term collaboration," Landes said. "This is more than signage — it's about a shared purpose, meaningful engagement, and making a lasting impact in the Lehigh Valley. Naming rights revenue helps to ensure the IronPigs remain strong for generations while also helping us invest in the fan experience, affordability and community-focused experiences."

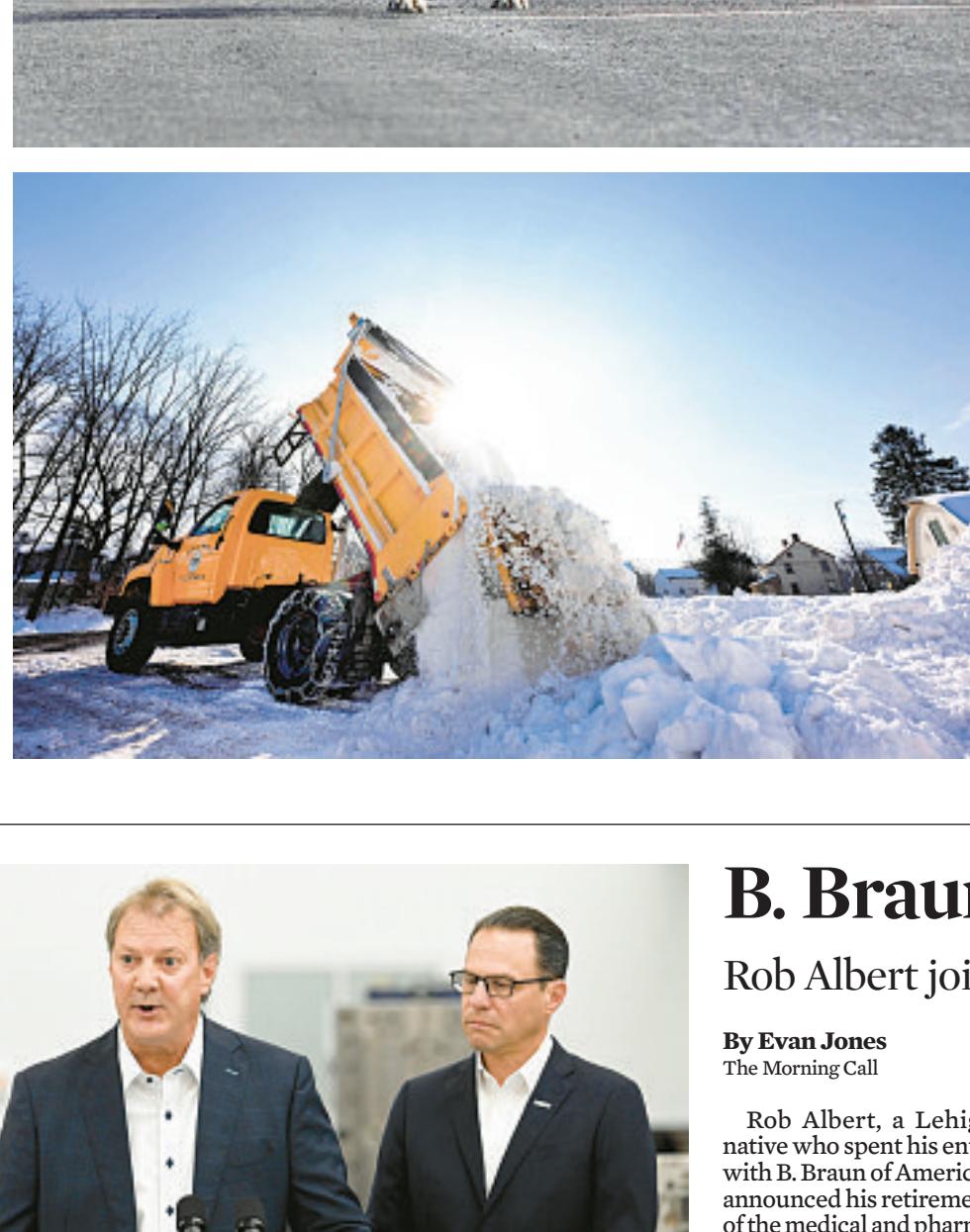
A valuable asset
When asked about the value of naming rights for a stadium the

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People walk through the holiday themed displays Nov. 13 during a preview night of the Lehigh Valley IronPigs Illumination Walk-Through Holiday Lights display at Coca-Cola Park in Allentown. **APRIL GAMIZ/THE MORNING CALL**

WINTER WEATHER



Enjoying sudden 'warmth'

Top left: Archie, a 3-year-old Shepherd mix, walks ahead of the pack Tuesday on cleared roads around Lehigh University's Goodman Campus in Bethlehem. "We have to get out while we can because the colder weather is coming back," owner Raymond Domingues said, as highs reached the low 30s for a second day after a stretch of subfreezing temperatures.

Top right: Daquan Haskins of Bethlehem practices on campus for a traveling flag football team.

Left: A Hellertown public works truck dumps a load of snow onto a melting pile in the sun off Walnut Street.

**MONICA CABRERA/
MORNING CALL PHOTOS**

SPOTLIGHT PA

Shapiro seeks lift of poorest schools

Public transit agencies aid part of \$53.2B budget pitch

By Stephen Caruso
and Kate Huangpu
Spotlight PA

HARRISBURG — Gov. Josh Shapiro is asking Pennsylvania's divided Legislature to send more money to the state's poorest schools, bump funding for struggling public transit systems and raise the minimum wage as part of a \$53.2 billion budget.

To help pay for the proposed 5% increase in spending, Shapiro again called on lawmakers to tax and regulate slot-like skill games and legalize recreational marijuana. He also wants them to close a corporate tax loophole that allows national companies to reduce their in-state liability.

Shapiro delivered his address Tuesday at the state Capitol, just four months after lawmakers ended a 135-day budget impasse driven by disputes over many persistent issues — particularly, how to pay for new spending amid a structural deficit.

"We all recognize it took too long last year, and that had real impacts on Pennsylvanians," Shapiro told lawmakers. "But we learned some valuable lessons through that process."

Tuesday's speech formally kicks off budget negotiations ahead of the June 30 deadline, and Shapiro said that a meeting between all four

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B. Braun of America CEO to retire

Rob Albert joined the company after answering a classified ad

By Evan Jones
The Morning Call

Rob Albert, a Lehigh Valley native who spent his entire career with B. Braun of America Inc., has announced his retirement as CEO of the medical and pharmaceutical device company.

The Nazareth Area High School graduate will step down after 42 years with the Bethlehem company.

Michael Parden, managing director of B. Braun U.K., has been appointed CEO effective May 1.

"B. Braun has been a community

and a mission," Albert said. "I'm

grateful for a meaningful 42-year career and confident Michael will lead our organization forward."

Jean-Claude Dubacher, chair of

B. Braun of America, and Albert's

predecessor, said the company was

grateful for his leadership.

"Rob has demonstrated B.

Braun's values and a commit-

ment to improving patients' lives,"

Dubacher said.

Answering a classified jobs ad in

The Morning Call, Albert joined

Burron Medical Inc. in Bethlehem

in 1984, just after graduating from

Claireon University. A manufac-

turing business management major,

Albert had some lofty career goals and at first didn't plan to stay long at Burron, which at the time was a part of B. Braun Medical before it was fully absorbed in the early 1990s.

He told The Morning Call that the company's culture, which consistently presented him with new opportunities, was the reason he remained for more than 40 years.

Albert took over as CEO in 2024 as the company was in the middle of investing in its Lehigh Valley

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