

FRANK THOMAS

Baseball fans know Frank Thomas as “the Big Hurt.” It’s a name that comes with power--the power to hit a ball. *Hard*. But it’s also a name that comes out of left field, according to the highly-accomplished ball player.

From the time he could play sports, Frank Thomas always favored *football*. But now, as a leading player on the Chicago White Sox, the Big Hurt relishes that name, which adorns the walls of his own sports management firm, designed to help young athletes navigate the tricky business waters. Big Hurt also is the name of a candy bar Thomas promotes in order to raise funds for Leukemia research, a cause close to his heart; he lost a sister to the disease while still a child. LAUNCH recently traveled to Thomas’s home base in Chicago to discuss this enterprising athlete’s multi-faceted career.