



OAKLAND ATHLETICS

Homestand Release

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FOR IMMEDIATE RELEASE:

July 19, 2010

News and Notes About the A's Upcoming Homestand

A's Host Boston Red Sox and Chicago White Sox; Dog Day at the Park Set for Friday

DATE	OPPONENT	TIME	TELEVISION
Monday, July 19	Boston Red Sox <ul style="list-style-type: none">• Live national anthem – Jessica Johnson• Pre-game presentation – MLBPA Heart & Hustle Award to Suzuki	7:05 pm	CSNCA
Tuesday, July 20	Boston Red Sox <ul style="list-style-type: none">• Pre-game player appearance – Daric Barton at Comerica Bank in Hayward (11:30 am)• Pre-game presentation – State Farm Good Neighbor Award• Live national anthem – Arielle Paige	7:05 pm	CSNCA
Wednesday, July 21	Boston Red Sox <ul style="list-style-type: none">• BART Double Play Wednesday• Food Bank Wednesday• Live national anthem – Grace Leer• Live dot racing	12:35 pm	CSNCA
Thursday, July 22	Off Day		
Friday, July 23	Chicago White Sox <ul style="list-style-type: none">• Dog Day in the Park, sponsored by Avoderm Natural• XFINITY Friday Family Pack game• Live national anthem – Matthew King• Community Days• Kid's Club member brings Aquafina water to the umpires (third inning)	7:05 pm	CSNCA
Saturday, July 24	Chicago White Sox <ul style="list-style-type: none">• Cache Creek Saturday• Welcome Home Veterans Day• Color guard – American Legion 9-11 Post from San Francisco• Live national anthem – Tangerine Gyi• Player ticket purchase program – Ellis, 100 tickets each to Diablo Valley and Willie Mays Boys & Girls Clubs• Little A's, sponsored by Bank of America• Kid's Club member "steals" third base (third inning)• A's Community Fund Silent Auction (partner: Cinnamongirls, Inc.)• A's Dinner on the Diamond (post-game)	1:10 pm	FOX
Sunday, July 25	Chicago White Sox <ul style="list-style-type: none">• Giveaway – Brett Anderson replica jersey, sponsored by Pepsi (15,000 fans)• Live national anthem – Jeni Coenenberg• Take the Field with the A's, sponsored by Alta Bates Summit Medical Center• Kid's Club member public address announcer (third inning)• A's Community Fund Silent Auction (partner: Art for Life)• Post-Game Race Around the Bases, sponsored by Chevy	1:05 pm	CSNCA

All A's games will be carried on XTRASPORTS 860 AM and on the A's Radio Network, with Ken Korach, Vince Cotroneo and Ray Fosse calling the action. The A's post game show is hosted by Chris Townsend. A's night games will broadcast in Spanish on KDIA 1640 AM and day games can be heard on KDYA 1190 with Amaury Pi-González and Manolo Hernández-Douen handle the announcing duties.

Community Relations

Pepsi Refresh Grant: The A's, along with 14 teams across MLB, are asking fans to join them in making a difference in America's communities. As part of the Pepsi Refresh Project, each Club has outlined an idea they are passionate about and will vie for fan votes and an ultimate \$200,000 Pepsi Refresh grant to fulfill the project. Fans have until Tuesday, Aug. 17 at 11:59 p.m. EDT, to cast their votes for the A's idea at mlb.com/PepsiRefresh or by texting A-T-H-L-E-T-I-C-S or A-S to 76462. The A's idea is to partner with the Alameda East Bay Miracle League to build an adapted sports field and community park in Alameda for special needs athletes in communities around the Bay Area. There are over 32,000 youth in the Bay Area with disabilities significant enough to limit their access to parks, athletic fields, and team sports. With the Pepsi Refresh Project grant, the A's and the Miracle League will be able to provide a true sportsmanship experience and give the joy of participation to these children that might not have that opportunity otherwise.

State Farm Good Neighbor Award: Each month, the A's and State Farm recognize an individual who goes above and beyond to service their community during a special pre-game ceremony. The honoree also receives a plaque, game tickets and a batting practice visit. On Tuesday, July 20, the A's and State Farm will recognize Larry Harper, Founder and Executive Director of the Good Tidings Foundation. The Good Tidings Foundation creates original projects and works in partnership with professional sports franchises, businesses and agencies throughout the Bay Area, leveraging resources in order to increase access to enriching opportunities by deserving youth.

Food Bank Wednesdays: The A's Community Fund will hold a food drive to benefit the Alameda County Community Food Bank every Wednesday home game during the season. For each can of food donated at either Gates C and D or the BART Plaza entrance, fans will receive a certificate for one Plaza Outfield ticket to a specified future A's game (four certificate limit).

Dinner on the Diamond: The A's Community Fund will hold their fourth annual Dinner on the Diamond event, hosted by Lew and Kari Wolff, on Saturday, July 24 on the field at 6:45 pm. This dinner brings together sponsors, investors and fans along with the A's owners, players, staff and their families in a casual family environment with the collective goal of making a difference in the community. The proceeds from this year's event will benefit the A's Community Fund and Playworks Bay Area. This event is closed to the public.

Community Relations (cont'd)

Little A's: Throughout the season, the A's treat children from Bay Area youth groups from low to moderate-income families to a ballgame. In addition to a game ticket, each child will receive a Bank of America water bottle and family passes to the Oakland Zoo. The Little A's program is sponsored by Bank of America and supported by Clorox and the Oakland Zoo.

A's Community Fund Silent Auction: The A's will host silent auctions of various sports memorabilia behind section 120 during all A's Saturday and Sunday home dates during the season. Proceeds benefit the A's Community Fund and other local charities.

Take the Field With The A's: Prior to select weekend games during the season, selected Little Leaguers will accompany A's players as they take the field, stand with the players during the National Anthem, and receive an autographed ball from an A's player. The Little A's program is sponsored by Alta Bates Summit Medical Center.

Race Around the Bases: Following most Sunday afternoon games, children 14 and under will have a chance to race around the bases, sponsored by Chevy.

Promotions and Special Events

Comerica Bank Player Appearance: On Tuesday, July 20 at 11:30 am, Daric Barton will sign autographs for the first 200 fans at Comerica Bank in Hayward (880 B Street).

A's Dog Day at the Park: The A's Fifth Annual Dog Day at the Park is set for Friday, July 23 as the A's host the Chicago White Sox at 7:05 pm. Fans who pre-purchased tickets to this event are invited to bring their dog to the pre-game "Pup Rally" and "Pup Parade," before enjoying the game from the dog-friendly Plaza Reserve section of the Coliseum. In addition, each dog in attendance will receive an A's bandana and a goody bag of dog product samples, courtesy of AvoDerm Natural. A portion of the proceeds from A's Dog Day at the Park will benefit Dogs4Diabetics. *[SEE SEPARATE ADVISORY]*

A's Giveaway Item: On Sunday, July 25, 15,000 fans will receive a Brett Anderson replica jersey, compliments of Pepsi.

Verizon TXT2WIN: Fans who text the word TRAIN to 35773 during A's games will have the chance to win a trip for two to 2011 A's Spring Training in Phoenix including airfare from Oakland to Phoenix, hotel accommodations, A's game tickets, and an A's merchandise package, courtesy of Verizon. For complete rules, visit textrules.com/oaklanda.

A's Kids Club: A Kids Club member will help the grounds crew prepare the field before select Wednesday games, a member will bring Aquafina water to the umpires during designated Friday games, one child will "steal" third base during Saturday games and a child will be a guest public address announcer during select Sunday games. Children can join the A's Kids Club online at oaklandathletics.com/kidsclub. For a membership fee of \$15 the child will receive an A's binder with dividers, an A's pencil pouch, ticket discounts, merchandise coupons and a Kids Club membership card. The A's Kids Club is sponsored by the Oakland Zoo and Round Table Pizza.

Ticket Offers

BART Double Play Wednesday: Fans may purchase Plaza Level, Plaza Outfield and Plaza Reserved tickets for \$2 and hot dogs for just \$1 on any Wednesday home game during the season. Tickets subject to availability. For more information visit oaklandathletics.com/BART.

XFINITY Friday Family Pack: Every Friday during the regular season, fans can purchase four Plaza Level tickets and four meals (Coliseum hot dog, medium drink, bag of peanuts) for only \$50 (\$150 value). XFINITY Friday Family Packs can be purchased online at oaklandathletics.com/familypack.

Cache Creek Saturday: The first 5,000 adult fans through the gates on Saturday will receive an instant scratcher card sponsored by Cache Creek Casino Resort. Prizes will include merchandise, discounts on merchandise, tickets, discounts on tickets, autograph baseballs and more.

Jumbo Tickets: Jumbo Ticket technology allows "added-value" to be stored within the barcode of game tickets. The added-value can be used throughout the ballpark for food and merchandise. The Value Deck offers fans seats above home plate in Sections 316-318. Tickets cost just \$12 per game (\$15 for Premium Games), and include \$6 of Jumbo Ticket added-value stored in the barcode. Plaza Club tickets are \$36 per game (\$45 for Premium Games), and include \$10 of Jumbo Ticket added-value. In addition, the ARAMARK value menu in the Value Deck (and other parts of the ballpark) features food items for \$5 and less. For more information about Jumbo Tickets visit oaklandathletics.com/jumbotickets.

College Students and Active Military Discount: Upon presentation of an ID, college students and military members are eligible for \$5 Plaza Reserved tickets for Monday, Tuesday, and Thursday games during the season (excluding Premium Games). Discount available day of game only.

Kids and Seniors Discount: Kids (14 and under) and seniors (60 and over) can purchase \$10 Plaza Outfield tickets for all games during the season.

Ticket Information: Tickets for all A's home games can be purchased at all usual ticket outlets, including the Oakland-Alameda County Coliseum Box Office, online at oaklandathletics.com, or over the phone by calling (877) 493-BALL (2255). Season, group and suite tickets can be purchased by calling (510) 638-GoA's (4627).

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