



OAKLAND ATHLETICS

Media Release

Oakland Athletics Baseball Company • 7000 Coliseum Way • Oakland, CA 94621
510-638-4900 • Public Relations Facsimile 510-562-1633 • www.oaklandathletics.com

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A's Announce New Web Site to Support Japanese Earthquake Victims

Team to Donate \$1 for Each Ticket Sold April 3; All Funds Given to the Red Cross

OAKLAND, CALIF. – In their ongoing efforts to support victims of last week's Japanese earthquake disaster, the Oakland A's announced today that the team will donate \$1 for every ticket sold to their Sunday, April 3 game against the Seattle Mariners at the Oakland-Alameda Coliseum to the Red Cross for their relief efforts in Japan. In addition, the A's have established a new web site, www.oaklandathletics.com/japan, which will allow fans to make tax-deductible donations to the A's Community Fund, with 100 percent of those proceeds—along with money raised from the April 3 game--given to the Red Cross.

The benefit game, which will showcase Japan's two greatest modern-day players in Oakland's Hideki Matsui and Seattle's Ichiro Suzuki, is also Japanese Heritage Day at the Coliseum, featuring pre-game ceremonies and entertainment. Yet most importantly, the game will feature many fund-raising components to support the Japanese relief efforts.

Beyond the \$1 per ticket commitment by the A's organization, corporate sponsors for Japanese Heritage Day, including title sponsor Capcom and presenting sponsors NetSuite and Fujitsu will also contribute thousands of dollars to the cause. Besides purchasing a game ticket, fans will be encouraged to donate in the following ways:

- **CONTRIBUTE ON-LINE**—Make a personal donation on line to the A's Community Fund by going to www.oaklandathletics.com/japan. All proceeds will go to the Red Cross.
- **A SILENT AUCTION**—Before and during the April 3 game, the A's will conduct a silent auction of signed and game-used baseball equipment by Oakland players, with 100 percent of the proceeds raised going to the relief efforts.
- **MATSUI AUTOGRAPHED PHOTOS**—A limited supply of personally-signed 8x10 color photos of Matsui will also be sold for \$50 each.
- **FRAMED AUTOGRAPHED GAME JERSEYS**—Personally-signed game jerseys worn by Japanese baseball icons Hideki Matsui and Ichiro Suzuki on 2011 Opening Night will be added to the Silent Auction on April 3.

As part of Japanese Heritage Day, 10,000 fans will be given complimentary Hideki Matsui t-shirts, presented by Super Street Fighter IV 3D Edition. Pre-game festivities will include an on-field ceremony and relief-effort check presentation featuring Matsui, the San Francisco Japanese Consul-General Hiroshi Inomata, and Japanese Heritage Day sponsors.

In addition, Taiko drummers will entertain fans before first pitch. For more information regarding Japanese Heritage Day and the Japanese relief efforts, go to the A's newly-created web site, www.oaklandathletics.com/japan.

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Contact: Bob Rose, Director of Public Relations, (510) 563-2380; brose@oaklandathletics.com