



# OAKLAND ATHLETICS

## Media Release

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**FOR IMMEDIATE RELEASE:**

April 4, 2012

### **News and Happenings for the A's Home Opener and Upcoming Season**

A's to Celebrate 40<sup>th</sup> Anniversary of 1972 World Series Championship

**OAKLAND, Calif.** – In one of the most unique early schedules in franchise history, the Oakland A's will square off against the Seattle Mariners for three different Opening Nights in the first two weeks of the 2012 campaign. The Athletics and Mariners christened the Major League season by playing two games in Japan last week, and now showcase the same matchup in Oakland this weekend, including the traditional Opening Night at the Oakland Coliseum this Friday at 7:05 p.m. The two teams will then stage a *third* Opening Night in Seattle April 13 when the Mariners open their home season.

The A's split their two-game *Gloops Japan Opening Series 2012* last week in the Tokyo Dome, dropping Game One, 3-1 in 11 innings March 28 and prevailing, 4-1, March 29. Due to the Japan series, the A's will only play two games against Seattle this weekend, with the second scheduled for Saturday at 6:05 p.m. and featuring a matchup of two former Cy Young Award winners in the Athletics' Bartolo Colón and Mariners' Felix Hernandez.

Oakland then concludes its first homestand of the season by hosting the Kansas City Royals Monday, April 9 and Tuesday, April 10 at 7:05 p.m., and a Wednesday matinee at 12:35 p.m.

### **Promotions and Special Events**

**A's HOME OPENER:** The A's Home Opener, Friday, April 6, launches the Oakland A's celebration of the 40-year anniversary of the 1972 World Series with A's '72 World Series MVP Gene Tenace tossing out the ceremonial first pitch (set for 7 p.m.). In addition, fans attending this 7:05 p.m. game against the Mariners will receive an A's Magnetic Schedule, courtesy of Farmers Insurance.

#### ***A's Home Opener Timeline***

2:00 pm	Parking Lot Opens	6:56 pm	Color Guard — U.S. Navy Fleet Air Reconnaissance Squadron Three Detachment Travis
5:00 pm	Oakland A's Batting Practice Begins	6:57 pm	National Anthem — Jessica Johnson
5:05 pm	Ballpark Opens	7:00 pm	Ceremonial First Pitch – 1972 World Series MVP Gene Tenace
5:40 pm	Seattle Mariners Batting Practice	7:02 pm	Umpires and Managers Meeting at Home Plate
6:38 pm	Welcome	7:05 pm	A's Take the Field
6:41 pm	Stomper Entrance	7:07 pm	Play Ball !!
6:45 pm	Seattle Mariners Introductions		
6:49 pm	Oakland A's Introductions		

**1972 WORLD SERIES CELEBRATION:** The A's will celebrate the 40<sup>th</sup> anniversary of the 1972 World Series Championship Friday, April 20 and Saturday, April 21 vs. Cleveland. The two-night celebration will feature appearances by players from the '72 team, including Vida Blue, Bert Campaneris, Tim Cullen, Dave Duncan, Rollie Fingers, Dick Green, Dave Hamilton, Mike Hegan, Ken Holtzman, Joe Horlen, Darold Knowles, Ted Kubiak, Bob Locker, Joe Rudi and Tenace among others. Starting at 5:35 p.m. Friday, there will be an autograph session in the Eastside Club with various members of the team, with proceeds benefitting the Jim "Catfish" Hunter ALS Foundation. On Saturday, 10,000 fans will receive a Rollie Fingers bobblehead, sponsored by Comcast SportsNet California, and pre-game ceremonies will feature a reunion celebration with Fingers throwing out the ceremonial first pitch.

**TURNING BACK THE CLOCK:** The A's will celebrate the 1950s Oakland Oaks with a "Turn Back the Clock" game July 8 vs. Seattle. Both teams will don throwback '55 jerseys during that afternoon's 1:05 p.m. game, with the A's wearing white Oakland Oaks jerseys and the Mariners wearing grey Seattle Rainiers jerseys. In addition, 10,000 fans through the turnstiles will receive a 1955 Oakland Oaks Hat, courtesy of Cache Creek Casino Resort.

**20-GAME WIN STREAK ANNIVERSARY:** The A's home slate also features the 10-year anniversary of the A's 20-game winning streak which will be commemorated in August against Cleveland. On Aug. 18, 15,000 fans receive a bobblehead of 20-game winning streak hero Scott Hatteberg, sponsored by Pepsi, and Aug. 19, 10,000 fans will receive a 20-game winning streak t-shirt, courtesy of Cache Creek Casino Resort, before the game.

**POST-GAME ENTERTAINMENT:** Five post-game fireworks shows are scheduled for the 2012 season and all fans in attendance will have the opportunity to enjoy the show from the field. They are: May 25 vs. New York, June 15 vs. San Diego, July 3 vs. Boston, Aug. 3 vs. Toronto and Sept. 14 vs. Baltimore.

### **Ticket Specials**

**CHEVY FREE PARKING TUESDAYS:** As a part of the Chevy Free Parking Tuesdays promotion, fans can park for free (\$17 savings) at the Oakland Coliseum for most Tuesday home games.

**BART \$2 WEDNESDAYS:** Fans may purchase Plaza Outfield and Plaza Reserved tickets for \$2 every Wednesday home game during the season.

**THROWBACK THURSDAYS:** Fans attending Throwback Thursday at the A's will enjoy in-game music from various classic eras and 10,000 fans will receive a commemorative scorecard and bag of peanuts upon entry. In addition, fans can purchase Plaza Level tickets at a 50% off discount, and specialty food items from the era will be available at the concession stands.

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## **Ticket Specials (continued)**

**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).

**CSNCA AUTHENTIC FAN FRIDAY:** Every Friday home game during the regular season, Comcast SportsNet California will host Authentic Fan Friday in the Value Deck of the Coliseum. Located in Sections 316-318, Comcast SportsNet California Value Deck tickets start at just \$12 for most Friday games, and each ticket includes a Jumbo Ticket added-value of \$6 within the ticket barcode redeemable throughout the ballpark for merchandise or concessions. Fans sitting in this Authentic Fan Friday section will receive a CSNCA prize pack, which includes an "Authentic Fan" t-shirt, cheer card, and other special prizes.

**KIDS, SENIORS, AND ACTIVE MILITARY DISCOUNTS:** Kids (14 and under), seniors (60 and over), and active military can purchase tickets at a discount of \$8 off in the Plaza Level for all non-premium games.

**DYNAMIC PRICING:** This year, the A's will use dynamic pricing on all single-game tickets in 2012 in order to accurately set and adjust ticket prices in real-time, based on actual demand for a game, taking into account a variety of factors such as day of the week, weather, opponent, pitching matchups and team performance. Current pricing information for individual tickets will be available online at [www.oaklandathletics.com/dynamic](http://www.oaklandathletics.com/dynamic).

**DYNAMIC DEALS:** During each homestand, the A's will announce special "dynamic deals" for specific games and seating locations. Deals will be announced through the A's Twitter account (@Athletics) and posted online at [www.oaklandathletics.com/dynamicdeals](http://www.oaklandathletics.com/dynamicdeals). Dynamic deal ticket offers can change at any time. Fans are encouraged to purchase tickets early to get the best deal.

**TICKET INFORMATION:** Tickets for A's home games can be purchased at all usual ticket outlets, including the Oakland Coliseum Box Office, online at [www.oaklandathletics.com/tickets](http://www.oaklandathletics.com/tickets), or over the phone by calling 877-493-BALL (2255). Season, group (including all fundraising options) and suite tickets can be purchased by calling 510-638-GoA's (4627).

## **What's New in the Coliseum**

**NEW FOOD IN THE COLISEUM:** ARAMARK concessions, premium catering and dining services will feature a few new food items this season throughout Oakland Coliseum. Concessions at sections 106, 115, 128 and the Westside Club now feature a Cholula Kalua Nacho, yellow corn tortilla chips topped with seasoned cheese sauce, fresh tomato salsa, avocado cream and Cholula infused Kalua shredded pork. New to section 211 is the Grill Shack, which features burgers, fries, chicken bites and a grilled chicken breast sandwich. Section 117 is showcasing the Fry Shack, which sells cone and souvenir helmet French fries along with several dipping sauces.

For more information, please visit [www.oaklandathletics.com](http://www.oaklandathletics.com).

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