



# OAKLAND ATHLETICS

## Media Release

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**FOR IMMEDIATE RELEASE:**

March 30, 2013

### **News and Happenings for A's Opening Night and Upcoming Season**

A's to Celebrate 40<sup>th</sup> Anniversary of 1973 World Series Championship

**OAKLAND, Calif.** – The Oakland A's open the 2013 season at home this year at 7:05 p.m. Monday, April 1 against the Seattle Mariners, followed by 7:05 p.m. games Tuesday and Wednesday and a 12:35 p.m. series finale Thursday. Here are some highlights of upcoming events, new items of interest, ticket specials and news notes about the first homestand and the upcoming season:

#### ***A's Opening Night Timeline***

2:00 p.m.	Parking Lot Opens	6:50 p.m.	Unveiling of AL West Division Champions Logo
5:05 p.m.	Ballpark Opens	6:52 p.m.	Color Guard — Travis Air Force Base
5:20 p.m.	Oakland A's Batting Practice Ends	6:53 p.m.	Moment of Silence for victims of Sandy Hook Elementary
6:10 p.m.	Seattle Mariners Batting Ends	6:53 p.m.	National Anthem — Matt King
6:35 p.m.	Welcome	6:58 p.m.	Ceremonial First Pitch — Longtime A's Season Ticket Holder
6:37 p.m.	Stomper Entrance	7:02 p.m.	Umpires and Managers Meeting at Home Plate
6:40 p.m.	Seattle Mariners Introductions	7:05 p.m.	A's Take the Field
6:44 p.m.	Oakland A's Introductions	7:07 p.m.	Play Ball !!

**A's OPENING NIGHT:** A's 2013 Opening Night Monday, April 1 will honor the victims of the Sandy Hook Elementary School shooting as a part of a league-wide effort to remember the 26 individuals who lost their lives on Dec. 14, 2012 in Newtown, Conn. A pre-game moment of silence will be observed and all players, coaches, umpires and on-field personnel will wear a symbolic ribbon patch that features the official seal of Newtown, along with a black memorial ribbon and 26 stars, signifying one for every victim. Additionally, for each of the 30 MLB Clubs, MLB.com will auction an authenticated jersey signed by all players and coaches on the respective Club's Opening Day roster, with all proceeds benefitting the Sandy Hook School Support Fund.

Also, the A's will celebrate their fans on Opening Night, with a long-time season ticket holder tossing out the ceremonial first pitch, a loyal fan singing the national anthem, and over 40 season ticket holders unfurling the large flag in centerfield. In addition, fans attending this 7:05 p.m. game against the Mariners will receive an A's magnetic schedule, courtesy of Farmers Insurance, and gold rally towel, compliments of Pepsi.

**FIRST HOMESTAND:** On Tuesday, April 2, artist ISA (Infinity So Awesome), who sings the "Moving Like Berney" song, one of two songs A's players used for the popular "Bernie" celebration dance last season, will throw out the ceremonial first pitch of the game. In addition, 10,000 fans through the turnstiles April 2 will receive an authentic A's fan cheer card, presented By Comcast SportsNet California.

### **Promotions and Special Events**

**1973 WORLD SERIES CELEBRATION:** The A's will celebrate the 40<sup>th</sup> anniversary of the 1973 World Series Championship Friday, April 26 and Saturday, April 27 vs. Baltimore. The celebration will feature appearances by players from the '73 team, Sal Bando, Vida Blue, Pat Bourque, Bert "Campy" Campaneris, Billy Conigliaro, Rollie Fingers, Ray Fosse, Dick Green, Ken Holtzman, Reggie Jackson, Darold Knowles, Ted Kubiak, Irv Noren (coach), Billy North, John "Blue Moon" Odom, Joe Rudi, Wes Stock (coach) and Gene Tenace. On April 27, 10,000 fans will receive a Reggie Jackson bobblehead, sponsored by Pepsi, and pre-game ceremonies will feature a reunion celebration with Jackson throwing out the ceremonial first pitch.

On April 26 at 6:15 p.m. there will be special '73 autograph session in the Bar & Grille (formerly called the Westside Club) with various members of the team. A limited number of tickets priced at \$20 will go on sale at 5:35 p.m. outside the Bar & Grille doors, near Section 217. On April 27 there will be an exclusive Hall of Fame autograph session with Rollie Fingers and Reggie Jackson. Autograph tickets are \$50 per session with each session lasting 20 minutes and featuring one player. A limited number of tickets will go on sale outside the Bar & Grille doors at 11:05 a.m. Also, on April 27, there will be a reunion meet and greet with many '73 legends and featuring light appetizers from 10:45-11:45 a.m. A limited number of tickets (\$150) will soon be available for purchase online at [www.oaklandathletics.com/1973](http://www.oaklandathletics.com/1973). Proceeds from both autograph sessions and the meet and greet will benefit the Jim "Catfish" Hunter ALS Foundation and A's Community Fund. More information about the 1973 World Series Reunion can be found online at [www.oaklandathletics.com/1973](http://www.oaklandathletics.com/1973).

**TURNING BACK THE CLOCK:** The A's will celebrate the late 1960s with a "Turn Back the Clock" game July 27 vs. Los Angeles. Both teams will don throwback '69 uniforms during that afternoon's 12:05 p.m. game, with the A's wearing gold jerseys and gold pants and the Angels wearing road grays. In addition, 10,000 fans through the turnstiles will receive an Oaklandish throwback tee, presented by Tribune Tavern.

**POST-GAME ENTERTAINMENT:** Six post-game fireworks shows are scheduled for the 2013 season and all fans in attendance will have the opportunity to enjoy the show from the field. They are: May 18 vs. Kansas City (*Star Trek Into Darkness* theme), June 14 vs. Seattle (superhero theme), July 3 vs. Chicago-NL (patriotic theme), Aug. 2 vs. Texas, Aug. 31 vs. Tampa Bay and Sept. 20 vs. Minnesota (*Star Wars*® theme).

## **Ticket Specials**

**CHEVY FREE PARKING TUESDAYS:** As a part of Chevy Free Parking Tuesdays, the A's will offer free parking to all fans, in addition to a special online ticket offer, for most Tuesday home games (excludes premium games and dual Oracle Arena events). Plaza Reserved tickets are available for just \$4 at [www.oaklandathletics.com/tuesdays](http://www.oaklandathletics.com/tuesdays) using the coupon code 'CHEVY.' Tickets are limited 500 and are available while supplies last.

**BART \$2 WEDNESDAYS:** Fans may purchase Plaza Outfield and Plaza Reserved tickets for \$2 most Wednesday home games during the season. Excludes premium games (June 12 and July 3).

**CAPCOM THROWBACK THURSDAYS:** Fans attending CAPCOM Throwback Thursdays at the A's will enjoy nostalgic baseball entertainment and 5,000 fans will receive a scorecard and commemorative button, a different one each game, depicting a historical Athletics logo upon entry. In addition, fans can purchase Plaza Level tickets at a 50% off discount on these eight select game dates.

**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 and 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 O.co Coliseum. Located in Sections 316-318, CSNCA Value Deck tickets include 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" exclusive giveaway and cheer card, and will be featured on the TV broadcast.

**DYNAMIC DEALS:** Throughout the 2013 season the A's will offer Dynamic Deals on tickets, the best ticket discounts direct from the A's. Dynamic Deal ticket pricing can change at any time. Fans are encouraged to purchase tickets early to get the best deal. Deals are found online at [www.oaklandathletics.com/dynamicdeals](http://www.oaklandathletics.com/dynamicdeals).

**AT THE BALLPARK APP:** Fans can download the free smartphone application At The Ballpark to access new and upgraded features including the O.co Coliseum amenities map, closed captioning, the ability to upgrade your seats to a new location from your phone and the opportunity to "check-in" and receive special offers and prizes.

**PASSBOOK TICKET DELIVERY:** Fans who purchase A's tickets online can now store their game tickets in Apple Passbook by selecting the Tickets at Home + Passbook delivery option. This free delivery allows fans to receive their tickets via email, print their tickets at home, or add the tickets to Passbook. Upon entry to O.co Coliseum, tickets can be scanned on the mobile phone.

**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.

**TICKET INFORMATION:** Tickets for A's home games can be purchased at all usual ticket outlets, including the O.co 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 with the A's**

**NEW FOOD AT O.CO COLISEUM:** ARAMARK concessions, premium catering and dining services will feature a few new food items this season throughout O.co Coliseum. The Westside Club has been remodeled and renamed the Bar & Grille and will showcase a new menu featuring items such as a Lobster Roll, Bucket O' Shrimp, Short Rib Beef Tacos, Meatballs and Arugula Salad, Banana Split and Sweet Batter-Fried Mounds Bar with Pineapple Ice Cream. Concessions at Section 115 will now feature the Butcher Block, a fresh turkey carving station, and new to Section 223 is the Diamond Dogs, a specialty hot dog stand featuring the Oakland, Diablo, Pacific and Chicago Dogs.

**BUDWEISER BOWTIE BAR:** The Budweiser Bowtie Bar is located down the third baseline behind Section 129 on the main concourse. This new sports bar will feature big screen televisions with plenty of seating and a large selection of ice cold Budweiser products. Additionally, A's and Budweiser merchandise will be available for purchase. The Budweiser Bowtie Bar will host several live pre-game radio remotes with A's flagship radio station 95.7 The GAME this season, as well as other special events and contest giveaways.

**MERCHANDISE:** ARAMARK merchandising will feature a new Custom Jersey Stand behind Section 127, which allows fan to place their custom-lettered jersey order and return later in the game to pick up their completed jersey. Custom jersey orders can also be placed at the Budweiser Bowtie Bar. The A's Authentic Game-Used and Autographed Memorabilia Sale Stand will be relocated from the Bar & Grille (formerly called the Westside Club) to the Silent Auction area behind Section 120. The stand, open from the time the gates open until the end of the game, sells items such as autographed baseballs and jerseys, game-used helmets, bats, bases, and lineup cards, to name a few. All items are authenticated under the MLB Authentication program and a portion of the proceeds benefit the A's Community Fund.

**USED PHONE RECYCLING PROGRAM:** This season, the A's are partnering with Sims Recycling Solutions to reduce waste and recycle as a part of the Used Phone Recycling program. Fans are asked to donate their old cell phones, working or not, at the Guest Relations Booth behind Section 120 every Friday, Saturday and Sunday home games, in addition to the May 27 and 28 games. Fans who drop off a phone to the collection bin will receive a two-for-one voucher good for Field Level tickets to an A's home game (some restrictions apply). Additionally, for every phone donated, Sims will make a donation to the A's Community Fund.

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

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