



OAKLAND ATHLETICS

Media Release

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FOR IMMEDIATE RELEASE:

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Ken Korach's "Holy Toledo" Signing Rescheduled for Sunday

A's Broadcaster to Sign Purchased Books at Coliseum's Bar & Grille from Noon-12:30 p.m.

OAKLAND, Calif. – The final O.co Coliseum book-signing session of Ken Korach's new book, *Holy Toledo – Lessons from Bill King: Renaissance Man of the Mic*, has been rescheduled for the A's final regular season home game this Sunday, Sept. 22. Korach, the A's long-time broadcaster, will sign purchased books at the Coliseum's Bar & Grille (formerly the West Side Club) from noon to 12:30 p.m. In addition, the book will be available at the team's Gate C and Gate D merchandise stores at the Coliseum Friday through Sunday.

Korach, voice of the Oakland A's since 2006 and King's broadcast partner from 1996 through 2005, held pre-game signing events at the Coliseum Sept. 6-7, exhausting the early supply of 1,000 books and necessitating the planned Sept. 8 signing to be rescheduled. In its first week online, *Holy Toledo* was the top-selling baseball book on Amazon.com. The book, which is also available at select Bay Area book stores, sells for \$18.90 in paperback and \$9.99 in digital form.

Korach's account presents a persuasive case for King, with expert analysis and input, and coincides with the selection process for the annual Ford C. Frick Award by the Baseball Hall of Fame. King has been a finalist for the Hall's top broadcasting award on several occasions.

Fans can cast their Hall of Fame vote daily for King through Sept. 30 by going to www.facebook.com/baseballhall. When voting closes at 5 p.m. ET on Sept. 30, the top three fan selections will be a part of the 10-name Frick Award ballot that will be released in early October. The other seven selections for the final ballot will be made by a Hall of Fame research team. The Frick Award Voting Committee will cast their ballots during the month of November, with the ultimate winner to be announced at baseball's Winter Meetings.

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