



OAKLAND ATHLETICS

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

March 13, 2018

The Farm at the Oakland Coliseum set to debut this season

OAKLAND, Calif. – The Oakland A’s today announced the addition of the Farm, a unique garden on the south end of the Eastside Club near the right field flagpoles, which is set to debut during the 2018 season. The urban farm area consists of dozens of large redwood planters that will grow an assortment of produce and flowers, and it will feature picnic tables and benches for fans to enjoy during the game.

The A’s have partnered with Acta Non Verba to lead the work on the Farm. The East Oakland nonprofit is dedicated to creating safe and creative outdoor spaces for youth and families in the community. Through the partnership, Acta Non Verba will be able to sell the produce that is grown in the Farm and then donate the money to students as a long-term investment toward college. Elementary through high school students will volunteer and tend to the farm after school through the Acta Non Verba volunteer program.

“We are thrilled to partner with Acta Non Verba to convert an unused space on the concourse into a unique, interactive gathering place for our fans. Acta Non Verba does wonderful work in Oakland, and this is a dynamic way for us to engage with youth and their families in our community while investing in their futures,” said A’s President Dave Kaval. “This fun space brings a whole new meaning to ‘Rooted in Oakland.’”

“We are proud and honored to amplify our work through this partnership with the Oakland A’s as we stand ‘Rooted in Oakland,’” said Kelly Carlisle, founder and executive director for Acta Non Verba. “The Farm is a space where local children can play, learn, grow and expand their horizons, and adult fans will have a beautiful space to relax and learn more about urban agriculture while enjoying a game at the Coliseum.”

The Farm will also highlight the A’s Minor League affiliates – the Nashville Sounds, Midland RockHounds, Stockton Ports, Beloit Snappers and Vermont Lake Monsters. Each affiliate will be represented by a scarecrow, dressed in the respective team’s jersey and cap, placed in planters throughout the Farm.

In-game segments highlighting Minor League achievements and prospect updates will be featured on NBC Sports California and in the ballpark. Celebrity Chef Nikki Shaw will also host a regular video segment on healthy eating, healthy living and sustainability from the Farm.

The area will be able to accommodate about 100 fans at a time. The intimate and private space will be available for groups to reserve for pregame events.

For more information about the Farm, visit athletics.com/farm.

Photos from the Farm, including the Farm logo, are available on the A’s virtual press box at pressbox.athletics.com under “Farm Photos.”

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ABOUT ACTA NON VERBA: Acta Non Verba (ANV) elevates life in the inner-city by challenging oppressive dynamics and environments through urban farming. Founded and led mainly by women of color from the surrounding neighborhood and larger community, ANV creates a safe and creative outdoor space for children, youth and families in East Oakland. ANV engages and deepens their understanding of nutrition, food production and healthy living, as well as strengthens their ties to the community.

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Contact: Erica George, 510.746.4419
egeorge@athletics.com

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