



# OAKLAND ATHLETICS MEDIA RELEASE

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**FOR IMMEDIATE RELEASE**

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## **Oakland A's Introduce In-Seat Beer Service Today at Oakland Coliseum**

OAKLAND, Calif. – Fans attending Oakland A's games at the Oakland Coliseum who are 21 years of age and older can now purchase beer from in-seat vendors beginning today during the 7:05 p.m. game versus the Kansas City Royals.

"This is another example of our commitment to the fan experience. In-seat beer service provides convenience to our fans and also helps to alleviate congestion at our concession stands and throughout the concourses," said A's President Dave Kaval. "We are excited to be one of the first teams in California to offer this amenity to our fans once again."

Fans 21 years of age and older with a valid ID will be able to choose from a variety of beers carried by mobile vendors in the general seating areas throughout the ballpark at all A's games. The 16-ounce aluminum bottles will be \$9 each.

Additionally, this service creates new part-time jobs at the ballpark. Forty to 50 new employees will be hired as vendors and supervisory staff by Bridge Concessions, a subcontractor of Spectra, the ballpark's food and beverage concessionaire.

The A's are the second professional sports team in California to re-introduce in-seat beer service through mobile vendors following a recent amendment to the Coliseum's liquor license by the California Department of Alcoholic Beverage Control. The San Diego Padres announced and began their own in-seat beer service at Petco Park on May 28. Prior to that, no professional sporting facilities in California had offered this service to their fans since the mid-1980's.

As always, the A's want fans to drink responsibly. Any guest who has a valid driver's license and is of legal drinking age is eligible to participate in the A's Designated Driver Program. Guests may sign up for the Designated Driver Program at any of the Guest Services hubs located inside the ballpark: Section 101, 134, and 217; as well as at the Guest Services Office at Section 126. Participants are asked to pledge to stay sober and be a designated driver for their party in exchange for a free soda to be redeemed during that day's game. Guests will also be entered into a raffle for a chance to win tickets to a 2018 World Series game or the 2019 MLB All-Star Game. Guests must be 21 years old to participate in this program and to redeem the prizes. Fans are also encouraged to travel to and from the Coliseum safely by utilizing a variety of transportation options, including BART, AC Transit, the Capitol Corridor, and ride sharing services.

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