



OAKLAND ATHLETICS

Homestand Release

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FOR IMMEDIATE RELEASE:

April 15, 2010

News and Notes About the A's Upcoming Homestand A's Host Baltimore Orioles, New York Yankees and Cleveland Indians

DATE	OPPONENT	TIME	TELEVISION
Thursday, April 15	Baltimore Orioles <ul style="list-style-type: none"> Jackie Robinson Day Giveaway – A's Fleece Sluggie, sponsored by Mercury News (10,000 fans) Ceremonial First Pitch – Jackie Robinson Scholar Green Stampede Homework Club, sponsored by the Oakland A's Community Fund Community Days 	7:05 pm	CSNCA
Friday, April 16	Baltimore Orioles <ul style="list-style-type: none"> Boosters Lunch – Bob Geren guest speaker at Francesco's in Oakland (12:15 pm) Home Run Readers program school visit – Blevins to Paden Elementary in Alameda (1:30 pm) XFINITY Friday Family Pack Game Ceremonial First Pitch – Student from Martin Luther King Jr. Middle School of Berkeley who raised funds for Haitian relief (Molly Wampler) Live National Anthem – Patten University Singers Green Stampede Homework Club, sponsored by the Oakland A's Community Fund Kid's Club member brings water to the umpires (third inning) 	7:05 pm	CSNCA
Saturday, April 17	Baltimore Orioles <ul style="list-style-type: none"> Giveaway — Bobblehead of A's longtime public announcer, Roy Steele, sponsored by NetSuite (10,000 fans) Cache Creek Saturday Live National Anthem — Jen Macias, Kimberly Nicola and Annika Olson Kid's Club member guest public address announcer (third inning) A's Community Fund Silent Auction (partner: KIPP Bridge Academy) 	1:05 pm	NO TV
Sunday, April 18	Baltimore Orioles <ul style="list-style-type: none"> Giveaway — A's Pet Calendar, sponsored by AvoDerm Natural (10,000 fans) Live National Anthem – Keith Brown Little A's, sponsored by Bank of America Take the Field with the A's A's Community Fund Silent Auction (partner: Story of My Life) Race Around the Bases 	1:05 pm	CSNCA
Monday, April 19	OFF DAY		
Tuesday, April 20	New York Yankees <ul style="list-style-type: none"> Giveaway – A's poster, sponsored by Kingsford Capital Management (10,000 fans) Ceremonial First Pitch – Golden State Warriors center Ronny Turiaf Live National Anthem – Serene Smith Color Guard – Fairfield Police Department Live Dot Racing 	7:05 pm	CSNCA
Wednesday, April 21	New York Yankees <ul style="list-style-type: none"> Home Run Readers program school visit – Blevins to Montclair Elementary School (1:00 pm) BART Double Play Wednesday Kid's Club member honorary grounds crew member (pre-game) Ceremonial First Pitch – Harlem Globetrotter Wun "The Shot" Versher Live National Anthem – Arielle Paige Pre-game Presentation – Oral Lee Brown, State Farm Good Neighbor Award 	7:05 pm	CSNCA
Thursday, April 22	New York Yankees <ul style="list-style-type: none"> Live National Anthem – Nicky DePaola Post-game radio show remote – Pennington at Holiday Inn in Oakland (after game) 	12:35 pm	CSNCA
Friday, April 23	Cleveland Indians <ul style="list-style-type: none"> Home Run Readers program school visit – Ziegler to Pleasanton Middle School (1:00 pm) A's Amigos dugout visit – Gonzalez visits with children from Latino Commission Green Stampede Homework Club, sponsored by the Oakland A's Community Fund Live National Anthem – Emily Shrader Pre-game – All-Star game ballot voting beings Kid's Club member brings water to the umpires (third inning) 	7:05 pm	CSNCA
Saturday, April 24	Cleveland Indians <ul style="list-style-type: none"> Giveaway — Ryan Sweeney replica jersey, sponsored Pepsi (15,000 fans) Cache Creek Saturday Teacher Appreciation Day Pre-game meet and greet – Bailey meets with children from California Police Youth Charities Live National Anthem — Acalanes High School Kid's Club member "steals" third base (third inning) A's Community Fund Silent Auction (partner: Boys & Girls Clubs of Diablo Valley) 	1:05 pm	NO TV
Sunday, April 25	Cleveland Indians <ul style="list-style-type: none"> Giveaway — A's Kid's Baseball Hat (7,500 kids) Little League Day Chalk talk -- Bailey and Breslow (9:30 am) Little League Day pre-game parade Live National Anthem – Casey Rico Take the Field with the A's, Alta Bates Summit Medical Center A's Community Fund Silent Auction (partner: Comfort for Kids) Post-Game Race Around the Bases 	1:05 pm	CSNCA

All A's games will be carried on XTRASPORTS 860 AM and on the A's Radio Network, with Ken Korach, Vince Cotroneo and Ray Fosse calling the action. The A's post game show is hosted by Chris Townsend. A's night games will broadcast in Spanish on KDIA 1640 AM and day games can be heard on KDYA 1190 with Amaury Pi-González and Manolo Hernández-Douen handle the announcing duties.

Promotions and Special Events

A's Promotions: The following are the A's promotional giveaways for this homestand: April 15, 10,000 fans will receive an A's Sluggie, courtesy of the Mercury News; April 17, 10,000 fans will receive a bobble head of A's longtime public address announcer, Roy Steele, sponsored by NetSuite; April 18, 10,000 fans will get an A's calendar, sponsored by AvoDerm Natural; April 20, 10,000 fans will receive an A's poster, courtesy of Kingsford Capital Management; April 24, 15,000 fans will get a Ryan Sweeney replica jersey, sponsored by Pepsi and April 25, 7,500 kids will receive an A's kids baseball hat.

Honoring Roy Steele: The A's will honor longtime public address announcer, Roy Steele, on Saturday, April 17. Steele will throw out the ceremonial first pitch of the game and handle some of the announcing duties during the game. In addition, 10,000 fans through the turnstiles will receive a Roy Steele bobblehead, courtesy of NetSuite. Steele worked 1,093 consecutive games (including postseason) from June 24, 1990 to April 22, 2004. He missed only five games in 38 years, prior to sitting out the 2006 season because of health reasons. *[SEE SEPARATE ADVISORY]*

Turiaf Ceremonial First Pitch: Prior to the A's vs. Yankees game on Tuesday, April 20, Golden State Warriors center Ronny Turiaf will throw out the ceremonial first pitch. Prior to his first NBA season, Turiaf was diagnosed with an enlarged aortic root, a potentially life-threatening condition. He underwent a six-hour open-heart surgery procedure at Stanford Medical Center on July 26, 2005 and played in his first NBA game with the Lakers less than six months later. In 2009, he established the Ronny Turiaf Heart to Heart Foundation to provide medical care for children who are unable to afford health insurance. The goal of the Heart to Heart Foundation is to raise money to provide health services including EKG's, heart surgeries and defibrillators to children and schools in need. For more information, please visit ronnyturiaf21.org.

A's Post Game Radio Show Remote: The A's post-game radio show will air live on location from the Holiday Inn Oakland Airport Hotel on Thursday, April 22. Fans are invited to join host Chris Townsend and shortstop **Cliff Pennington** after the game for the show, food and beverage specials and a chance to get autographs and win A's prizes. The Holiday Inn Oakland Airport is located on 77 Hegenberger Road in Oakland.

A's Little League Day: On Sunday, April 25, for the game against the Cleveland Indians, members of organized youth baseball programs are invited to the ballpark for a day with the A's. Little Leaguers (age 14 and under) will gather for a pre-game festival, be greeted by A's players as they parade around the field and receive an A's kids baseball cap. In addition, prior to the event, groups that purchased 50 or more tickets to A's Little Day are invited for a special "Chalk Talk" with A's pitchers **Andrew Bailey** and **Craig Breslow** from 9:30-10:15 am. There is an additional A's Little League Day scheduled for Sunday, June 6 vs. the Minnesota Twins. Tickets for the second Little League Day are available until May 12th by calling (510) 638-GoA's and are priced at \$25 (Lower Box), \$20 (Field Level), \$14 (Plaza Level), \$7 (Plaza Reserved). More information about the event and tickets can be found at oaklandathletics.com/events.

All-Star In-Stadium Balloting: Firestone All-Star Balloting for the Major League Baseball All-Star game will begin at the Oakland-Alameda County Coliseum on April 23 and continue through June 10. Fans of all ages will be able to select the starting lineups for the American and National League All-Star rosters. The 81st All-Star Game will take place on July 13 at Angel Stadium in Anaheim.

Verizon TXT2WIN: Fans who text the word TRAIN to 35773 during A's games will have the chance to win a trip for two to 2011 A's Spring Training in Phoenix including airfare from Oakland to Phoenix, hotel accommodations, A's game tickets, and an A's merchandise package, courtesy of Verizon. For complete rules visit textrules.com/oaklanda.

Farmers Insurance Fantasy Sweepstakes: Fans can enter to win the opportunity to throw out the ceremonial first pitch, watch A's batting practice from the field (six people) and six tickets for the A's vs. Angels game on July 9. Enter at oaklandathletics.com/farmers or losatleticos.com/farmers for your chance to win.

Community Relations

Jackie Robinson Day: Commissioner Allan H. (Bud) Selig and Major League Baseball have celebrated Jackie Robinson's longstanding legacy as the first African-American to break the color barrier by retiring Robinson's number throughout the League in 1997 and, since 2004, dedicating April 15 as Jackie Robinson Day in his memory. Prior to the A's vs. Orioles game on Thursday, April 15, a local Jackie Robinson Foundation scholar will throw out the ceremonial first pitch. The Jackie Robinson Foundation is a public, not-for-profit national organization founded by Rachel Robinson in 1973 as a vehicle to perpetuate the memory of Jackie Robinson and his achievements. In addition, over 250 Bay Area elementary and middle school students who participated in the Jackie Robinson "Breaking Barriers Essay Contest," which is co-sponsored by Major League Baseball, will be in attendance for the game. *[SEE SEPARATE RELEASE]*

Haiti Relief Efforts: The A's raised \$42,000 through fan donations and a \$20,000 A's Community Fund donation to help in the relief efforts after the devastating earthquake that hit Haiti in January. The funds will be donated to UNICEF and Doctors Without Borders, two agencies that are playing a vital role in on-the-ground relief efforts in Haiti. On Friday, the A's and the Oakland Zoo will honor the fundraising efforts of four students from Martin Luther King Middle School in Berkeley, with one student, Molly Wampler, throwing out the ceremonial first pitch. The students were members of the school's Be The Change initiative and raised \$4,416.76 through unique fundraising efforts such as babysitting and hosting garage sales. *[SEE SEPARATE RELEASE]*

A's Home Run Reader Visit: A's pitchers **Jerry Blevins** and **Brad Ziegler** will make appearances on behalf of the A's Home Run Readers Program this homestand to congratulate students who reached their reading goals, host a Q/A session, sign autographs for correct trivia answers and invite the students to the Coliseum for Home Run Readers Day. On Friday, April 16 at 1:30 pm at Paden Elementary School in Alameda, **Blevins** will reward 130 fourth and fifth grade students; on April 21, **Blevins** will visit 140 kindergarten through fourth grade students from 1:00-1:30 pm at Montclair Elementary School in Oakland and April 23, **Ziegler** will meet with 175 sixth graders from 1:00-1:30 pm at Pleasanton Middle School. For the 2009-10 school year, over 20,000 students in 100 Bay Area schools reached their goals and six of those schools will receive a visit from an A's player or coach, courtesy of the A's, California Police Youth Charities and Teammates for Kids Foundation.

A's Amigos: Prior to the game on Friday, April 23, A's pitcher **Gio Gonzalez** and A's Spanish Radio play-by-play announcer Amaury Pi-González will speak to a group from the Latino Commission of Alcohol and Drug Abuse of Alameda County about the importance of education, sportsmanship and hard work. In addition to the pre-game visit, each child will receive a game ticket and an A's hat. The A's Amigos program is sponsored by Kelly-Moore Paints and XFINITY, Home of the Most Live Sports.

Pre-Game Meet and Greet: In partnership with the California Police Youth Charities (CPYC), the A's will host a group of at-risk children on Saturday, April 24 for a pre-game meet and greet with A's pitcher **Andrew Bailey**. CPYC works with athletes and celebrities in order to provide at-risk children positive opportunities in order to push the message that drugs, alcohol and gang violence are not the answers to their problems.

A's Community Fund Silent Auction: The A's will host silent auctions of various sports memorabilia behind section 120 during all A's Saturday and Sunday home dates during the season. Proceeds benefit the A's Community Fund and other local charities.

Green Stampede Homework Club: Before selected A's home games, teachers and volunteers from Oakland public schools offer tutoring for at-risk students at the Coliseum. Students who attend the study group are rewarded with tickets to that night's game. If a student shows up to all eight of the study groups, they will be rewarded with a visit from an A's player for a question and answer session and autographs. The first session will meet until June 8 and the second session will meet between Aug. 8 and Sept. 24.

Community Relations (cont'd)

Little A's: Throughout the season, the A's treat children from Bay Area youth groups from low to moderate-income families to a ballgame. In addition to a game ticket, each child will receive a Bank of America water bottle and family passes to the Oakland Zoo. The Little A's program is sponsored by Bank of America and supported by Clorox and the Oakland Zoo.

Community and Senior Days: For select day games throughout the year, the A's donate tickets to various senior and community groups across the Bay Area and Northern California.

Take the Field With The A's: Prior select weekend games during the season, selected Little Leaguers will accompany A's players as they take the field, stand with the players during the National Anthem, and receive an autographed ball from an A's player. The Little A's program is sponsored by Alta Bates Summit Medical Center.

Race Around the Bases: Following most Sunday afternoon games, children 14 and under will have a chance to race around the bases.

A's Kids Club: A Kid's Club member will help the grounds crew prepare the field before select Wednesday games, a member will bring Aquafina water to the umpires during designated Friday games, one child will "steal" third base during Saturday games and a child will be a guest public address announcer during select Sunday games. Children can join the A's Kids Club online at oaklandathletics.com. For a membership fee of \$20 the child will receive an A's binder with dividers, an A's pencil pouch, ticket discounts, merchandise coupons and a Kids Club membership card. The A's Kids Club is sponsored by the Oakland Zoo and Round Table Pizza.

Ticket Offers

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).

Cache Creek Saturday: The first 5,000 adult fans through the gates on Saturday will receive an instant scratcher card sponsored by Cache Creek Casino Resort. Prizes will include merchandise, discounts on merchandise, tickets, discounts on tickets, autograph baseballs and more.

Free Parking Tuesdays: Beginning in May, fans will park for free (\$17 savings) at the Oakland-Alameda Coliseum for most Tuesday home games. Offer excludes 4/20, 7/6, and 7/20 games.

BART Double Play Wednesday: Fans may purchase Plaza Level, Plaza Outfield and Plaza Reserved tickets for \$2 and hot dogs for just \$1 on any Wednesday home game during the season. Tickets subject to availability.

Jumbo Tickets: New in 2010, Jumbo Ticket technology allows "added-value" to be stored within the barcode of game tickets. The added-value can be used throughout the ballpark for food and merchandise. The new Value Deck will offer fans seats above home plate in Sections 316-318. Tickets will cost just \$12 per game (\$15 for Premium Games), and will include \$6 of Jumbo Ticket added-value stored in the barcode. Plaza Club tickets are \$36 per game (\$45 for Premium Games), and will include \$10 of Jumbo Ticket added-value. In addition, a new ARAMARK value menu in the Value Deck (and other parts of the ballpark), feature food items for \$5 and less. For more information about Jumbo Tickets visit oaklandathletics.com/jumbotickets.

College Students and Active Military Discount: Upon presentation of an ID, college students and military members are eligible for \$5 Plaza Reserved tickets for Monday, Tuesday, and Thursday games during the season (excluding Premium Games). Discount available day of game only.

Kids and Seniors Discount: Kids (14 and under) and seniors (60 and over) can purchase \$10 Plaza Outfield tickets for all games during the season.

Ticket Information: Tickets for all A's home games can be purchased at all usual ticket outlets, including the Oakland-Alameda County Coliseum Box Office, online at oaklandathletics.com, or over the phone by calling (877) 493-BALL (2255). Season, group and suite tickets can be purchased by calling (510) 638-GoA's (4627). Individual game tickets are priced at \$48 (MVP Box), \$36 (Plaza Club), \$35 (Field Infield), \$30 (Lower Box), \$28 (Plaza Infield), \$26 (Field Level), \$24 (Plaza Level), \$18 (Plaza Outfield), \$13 (Bleachers), \$9 (Plaza Reserved), and \$12 (Value Deck). Individual game tickets for the 2010 Premium Games are priced at \$55 (MVP Box), \$45 (Plaza Club), \$40 (Field Infield), \$38 (Lower Box), \$35 (Plaza Infield), \$28 (Field Level), \$26 (Plaza Level), \$20 (Plaza Outfield), \$13 (Bleachers), \$9 (Plaza Reserved), and \$15 (Value Deck). Premium games consist of all regular season games against Boston, New York and San Francisco. Individual game tickets for the Value Deck sections (316, 317, 318) are priced at \$12 for regular games and \$15 for premium games with every ticket including a Jumbo Ticket added-value of \$6 for use at concession or merchandise stands.

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