



OAKLAND ATHLETICS

Homestand Release

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FOR IMMEDIATE RELEASE:

August 2, 2010

News and Notes About the A's Upcoming Homestand A's Host Kansas City and Texas; MUG Root Beer Float Day Set for Wednesday

DATE	OPPONENT	TIME	TELEVISION
Monday, August 2	Kansas City Royals	7:05 pm	CSNCA
Tuesday, August 3	Kansas City Royals <ul style="list-style-type: none"> • Chevy Free Parking Tuesday • Pre-game presentation – Bill King Scholarship Award • A's Amigos program dugout visit with Gio Gonzalez 	7:05 pm	CSNCA
Wednesday, August 4	Kansas City Royals <ul style="list-style-type: none"> • MUG Root Beer Float Day in Eastside Club (10:35 am-12:35 pm) • BART Double Play Wednesday • Food Bank Wednesday • Senior Days • Take the Field with the A's, sponsored by Alta Bates Summit Medical Center • Live national anthem – Natalie Gelman • Craig Breslow's "Strike 3 Foundation" blackjack event in San Francisco (7:00-10:00 pm) 	12:35 pm	NO TV
Thursday, August 5	Off Day		
Friday, August 6	Texas Rangers <ul style="list-style-type: none"> • XFINITY Friday Family Pack game • Live national anthem – Eric Henderson • Kid's Club member brings Aquafina water to the umpires (third inning) • Live dot racing • Post-game A's fireworks show, presented by Chevron 	7:05 pm	CSNCA
Saturday, August 7	Texas Rangers <ul style="list-style-type: none"> • Cache Creek Saturday • Ceremonial first pitch – Five-time UFC World Champion Randy "The Natural" Couture • Live national anthem -- Cisco Singers • Pre-game meet & greet with A's player – California Police Youth Charities • Kid's Club member "steals" third base (third inning) • A's Community Fund Silent Auction (partner: CASA of Silicon Valley) 	1:10 pm	FOX
Sunday, August 8	Texas Rangers <ul style="list-style-type: none"> • Giveaway – A's Kids Backpack, sponsored by Washington Hospital (7,500 kids) • Ceremonial first pitch – Food Network star Guy Fieri • Law Enforcement Day • Color guard – Oakland Police Department • Live national anthem – Nina Cook • Take the Field with the A's, sponsored by Alta Bates Summit Medical Center • Little A's, sponsored by Bank of America • Kid's Club member public address announcer (third inning) • A's Community Fund Silent Auction • Post-Game Race Around the Bases, sponsored by Chevy 	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 MUG Root Beer Float Day: The A's will host its annual MUG Root Beer Float Day on Wednesday, Aug. 4, as the A's meet the Kansas City Royals. Local celebrities along with radio and television personalities and newspaper reporters will be serving MUG Root Beer and Orange Crush floats in the Eastside Club from 10:35 am to 12:35 pm with proceeds benefiting the Juvenile Diabetes Research Foundation. Expected to participate in the event is Hall of Famer **Rickey Henderson**, current A's players **Andrew Bailey**, **Craig Breslow**, **Trevor Cahill**, **Rajai Davis**, **Cliff Pennington**, **Adam Rosales** and **Gio Gonzalez** to name a few, and former A's players **Vida Blue**, **Dave Stewart**, **Tony Phillips** and **Walt Weiss**. The root beer floats will be priced at \$2 each and additional money will be raised through tips given in exchange for autographs and pictures with the celebrity scoopers. In addition, 32oz. mugs with unlimited root beer float refills will be sold for \$15 and a limited supply of 32oz. mugs autographed by Bailey will be available for \$25. MUG Root Beer Float Day is sponsored by Pepsi and the ice cream for the event is donated by Dreyer's. *[SEE SEPARATE RELEASE]*

A's Post-Game Fireworks Show: After the game on **Friday, Aug. 6** against Texas, fans will be invited down to the field to watch the A's fireworks show, sponsored by Chevron. *Please note: this fireworks show was originally scheduled for Saturday, Aug. 7 until the game time changed to 1:10 pm (FOX) which moved the fireworks show to FRIDAY, Aug. 6 after the A's vs. Rangers 7:05 pm game.*

UFC Legend Randy "The Natural" Couture Ceremonial First Pitch: On Saturday, Aug. 7, Ultimate Fighting Championship® (UFC®) legend Randy "The Natural" Couture will throw out the ceremonial first pitch before the A's vs. Rangers 1:10 pm game. First pitch is set for 12:55 pm and will be caught by A's first baseman and die-hard UFC fan, Daric Barton. Couture, a three-time former heavyweight champion and two-time light-heavyweight champion, is the only five-time champion in UFC history. He is also the only athlete in UFC history to win a championship after becoming a Hall of Fame member and one of only two men to win UFC titles in two weight classes. Couture is town promoting UFC 117: SILVA vs. SONNEN held that night at Oracle Arena. *[SEE SEPARATE ADVISORY]*

Food Network Star Guy Fieri Ceremonial First Pitch: On Sunday, Aug. 8, Food Network star Guy Fieri will throw out the ceremonial first pitch before the A's vs. Rangers 1:05 pm game. Fieri, a resident of Santa Rosa, hosts three popular Food Network Shows, Guy's Big Bite, Guy Off the Hook and Diners, Drive-ins and Dives.

A's Giveaway Item: On Sunday, Aug. 8, 7,500 kids will receive an A's kids backpack, compliments of Washington Hospital.

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.

Community Relations

Pepsi Refresh Grant: The A's, along with 14 teams across MLB, are asking fans to join them in making a difference in America's communities. As part of the Pepsi Refresh Project, each Club has outlined an idea they are passionate about and will vie for fan votes and an ultimate \$200,000 Pepsi Refresh grant to fulfill the project. Fans have until Tuesday, Aug. 17 at 11:59 p.m. EDT, to cast their votes for the A's idea at mlb.com/PepsiRefresh or by texting A-T-H-L-E-T-I-C-S or A-S to 76462. The A's idea is to partner with the Alameda East Bay Miracle League to build an adapted sports field and community park in Alameda for special needs athletes in communities around the Bay Area. There are over 32,000 youth in the Bay Area with disabilities significant enough to limit their access to parks, athletic fields, and team sports. With the Pepsi Refresh Project grant, the A's and the Miracle League will be able to provide a true sportsmanship experience and give the joy of participation to these children that might not have that opportunity otherwise. [SEE SEPARATE RELEASE]

A's Amigos: Prior to the game on Tuesday, Aug. 4, A's pitcher **Gio Gonzalez** and A's Spanish Radio play-by-play announcer Amaury Pi-González will speak to a group children 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.

"Strike 3 Foundation" Event: A's pitcher and "Strike 3 Foundation" founder **Craig Breslow**, along with two-time All-Star pitcher **Andrew Bailey**, will host a fundraising event Aug. 4 from 7:00-10:00 pm at Anchor Steam Brewery in San Francisco. All proceeds will benefit the Strike 3 Foundation which raises funds for childhood cancer research. The event features a brewery tour and unlimited Anchor Steam beer tastings, appetizers, and appearances by A's perfect-game hurler **Dallas Braden** and 2010 A's All-Star representative **Trevor Cahill** among others. Guest speaker Jeff Ma of the feature film "21" will perform blackjack and card counting tricks with members of his former MIT Blackjack Team. In addition, each person in attendance will receive an autographed copy of Ma's recently released book, *The House Advantage*. Tickets for this event are priced at \$100 and are available online at strike3foundation.org.

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 Saturday, Aug. 7 for a pre-game meet and greet with an A's player. CPYC works with athletes and celebrities to provide at-risk children a positive message that drugs, alcohol and gang violence are not the answers to their problems.

Food Bank Wednesdays: The A's Community Fund will hold a food drive to benefit the Alameda County Community Food Bank every Wednesday home game during the season. For each can of food donated at either Gates C and D or the BART Plaza entrance, fans will receive a certificate for one Plaza Outfield ticket to a specified future A's game (four certificate limit).

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.

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

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.

Take the Field With The A's: Prior to 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, sponsored by Chevy.

A's Kids Club: A Kids 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/kidsclub. Beginning Wednesday, Aug. 4, the membership fee will be discounted to \$10 and 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

Chevy Free Parking Tuesday: For the remainder of the Tuesday home games this season, fans can park for free (\$17 savings) at the Oakland-Alameda Coliseum, courtesy of Chevy. For full details visit oaklandathletics.com/freeparking.

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. For more information visit oaklandathletics.com/BART.

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 (\$90 value). XFINITY Friday Family Packs can be purchased online at oaklandathletics.com/familypack.

Dallas Braden's "Section 209": Throughout the season, fans are invited to cheer for Stockton's **Dallas Braden** from "Section 209" of the Coliseum. When Braden is the scheduled starting pitcher a special discounted ticket price will be offered through the A's website for tickets in the section that correlates with Stockton's area code – 209. Section 209 tickets are available online at oaklandathletics.com/209 approximately three days before a Braden scheduled start in Oakland. Game dates and prices are subject to change. Section 209 tickets are subject to availability, with the closest available seating section made available if Section 209 is sold out. Braden is next scheduled to start on Friday, Aug. 6 against the Rangers.

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.

Jumbo Tickets: 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 Value Deck offers fans seats above home plate in Sections 316-318. Tickets cost just \$12 per game (\$15 for Premium Games), and include \$6 of Jumbo Ticket added-value stored in the barcode. Plaza Club tickets are \$36 per game (\$45 for Premium Games), and include \$10 of Jumbo Ticket added-value. In addition, the ARAMARK value menu in the Value Deck (and other parts of the ballpark) features food items for \$5 and less. For more information about Jumbo Tickets visit oaklandathletics.com/jumbotickets.

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