



OAKLAND ATHLETICS

Homestand Release

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FOR IMMEDIATE RELEASE:

August 16, 2010

News and Notes About the A's Upcoming Homestand

A's Host Toronto Blue Jays and Tampa Bay Rays

DATE	OPPONENT	TIME	TELEVISION
Monday, August 16	Toronto Blue Jays <ul style="list-style-type: none"> • Green Stamped Homework Club, sponsored by the Oakland A's Community Fund • Live National/Canadian Anthem – Brett Kissel 	7:05 pm	CSNCA
Tuesday, August 17	Toronto Blue Jays <ul style="list-style-type: none"> • Chevy Free Parking Tuesday • Green Stamped Homework Club, sponsored by the Oakland A's Community Fund 	7:05 pm	CSNCA
Wednesday, August 18	Toronto Blue Jays <ul style="list-style-type: none"> • BART Double Play Wednesday • Food Bank Wednesday • Senior Days • National/Canadian Anthem – Circus Ringmaster • Live Dot Racing 	12:35 pm	NO TV
Thursday, August 19	Tampa Bay Rays <ul style="list-style-type: none"> • Green Stamped Homework Club, sponsored by the Oakland A's Community Fund • Live national anthem – Latter Day Saints 	7:05 pm	CSNCA
Friday, August 20	Tampa Bay Rays <ul style="list-style-type: none"> • XFINITY Friday Family Pack game • Pre-game presentation – State Farm Good Neighbor Award • Live national anthem – Semoine Sykes • Kid's Club member brings Aquafina water to the umpires (third inning) 	7:05 pm	CSNCA
Saturday, August 21	Tampa Bay Rays <ul style="list-style-type: none"> • Cache Creek Saturday • A's Donate Life Night • Color guard – Rotary Day • Live national anthem – Matthew King • Little A's, sponsored by Bank of America • Kid's Club member "steals" third base (third inning) • A's Community Fund Silent Auction (partner: Rotary Day) 	6:05 pm	CSNCA
Sunday, August 22	Tampa Bay Rays <ul style="list-style-type: none"> • Pre-game coaches clinic with Special Olympics (9:00-10:00 am) • Giveaway – Atlético's baseball t-shirt, sponsored by Chevrolet (10,000 fans) • A's Fiesta Day, sponsored by Chevrolet • Live national anthem – Gaby Ramirez • Take the Field with the A's, sponsored by Alta Bates Summit Medical Center • Kid's Club member public address announcer (third inning) • A's Community Fund Silent Auction (Washington Hospital) • 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. The Spanish broadcast of all A's home games can be heard for free online at losatleticos.com with Amaury Pi-González and Manolo Hernández-Douen handling the announcing duties.

Promotions and Special Events

A's Fiesta Day: A's Fiesta Day, presented by Chevrolet, is set for Sunday, Aug. 22 as the A's take on the Tampa Bay Rays at 1:05 pm. The event begins at 10:00 am in A Lot and will feature mariachi bands, a Chevrolet Ride and Drive event, and the XFINITY La Academia activities area. In-stadium, there will be Latin music, dancers and other special in-game entertainment. A's players and coaches will don Atlético's jerseys during the game and 10,000 fans in attendance will receive an Atlético's baseball t-shirt, sponsored by Chevrolet. For more information, visit oaklandathletics.com/fiesta or losatleticos.com.

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

Donate Life Night: The A's, in cooperation with the California Donor Transplant Network and Lucile Packard Children's Hospital, will host a Donate Life Night with the A's on August 21. The first 250 fans who register to be an organ donor at registration tables inside Gate C and Gate D, will receive an autographed player photo card of A's catcher Landon Powell, who supports the organ donation program. Powell, who was diagnosed in 2009 with autoimmune hepatitis which is causing his immune system to attack his own liver cells, was told by doctors last year that at some point in his life he will need a liver transplant. Powell will catch the ceremonial first pitch on Aug. 21, which will be tossed out by 12-year-old Cole Combi, recipient of a life-saving kidney donation last year from Warren Heffelfinger, a father who heard about Cole through a community search in the Lamorinda area. A portion of the ticket proceeds (\$4) sold through oaklandathletics.com/donatelife for Donate Life Night will be donated to the Lucile Packard Children's Hospital.

A's Breast Cancer Awareness Day Fundraising Efforts: A's Breast Cancer Awareness Day, a daylong celebration of survivorship event to raise funds to support breast cancer research and education, will take place on Sept. 5 for the A's vs. Angels game. Fundraising efforts for A's Breast Cancer Awareness Day are underway behind section 120 at all A's home games, from when the gates open until the end of the fourth inning. Fans may purchase a special A's Breast Cancer Awareness Day package for \$20, which includes a special pin and pink A's cap along with a Plaza Reserve ticket for the game. Fans can also purchase a pink jersey (\$10), A's cap (\$20), commemorative pin (\$10) or for only \$25 fans can purchase both the cap and pin. Raffle tickets for a quilt autographed by members of the 2010 A's team and coaching staff will also be sold for \$5 each. Proceeds will benefit the American Cancer Society, Cancer Prevention Institute of California and Susan G. Komen for the Cure.

Community Relations (cont'd)

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.

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 second session will meet between Aug. 8 and Sept. 24.

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).

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.

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.

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. For a discounted membership fee of \$10, 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.

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.

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.

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.

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).

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