



# OAKLAND ATHLETICS

## Homestand Release

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**FOR IMMEDIATE RELEASE:**

September 3, 2010

### News and Notes About the A's Upcoming Homestand

A's Host Angels, Mariners and Red Sox; "Firefighter Appreciation Night" Set for Sept. 11<sup>th</sup>

<b>DATE</b>	<b>OPPONENT</b>	<b>TIME</b>	<b>TELEVISION</b>
Friday, Sept. 3	<b>Los Angeles Angels of Anaheim</b> <ul style="list-style-type: none"> <li>• XFINITY Friday Family Pack game</li> <li>• Live national anthem – Acalanes High School</li> <li>• Pre-game presentation – Barons Jewelers August player of the month award</li> <li>• Green Stampede Homework Club, sponsored by the Oakland A's Community Fund</li> <li>• Kid's Club member brings Aquafina water to the umpires (third inning)</li> <li>• A's post-game fireworks show, presented by Kelly-Moore Paint</li> </ul>	7:05 pm	CSNCA
Saturday, Sept. 4	<b>Los Angeles Angels of Anaheim</b> <ul style="list-style-type: none"> <li>• A's giveaway item – A's baseball cap, sponsored by Cache Creek Casino Resort (10,000 fans)</li> <li>• Cache Creek Saturday</li> <li>• Pre-game meet &amp; greet with A's player – California Police Youth Charities</li> <li>• Live national anthem – Piedmont Choir</li> <li>• Little A's, sponsored by Bank of America</li> <li>• Kid's Club member "steals" third base (third inning)</li> <li>• A's Community Fund Silent Auction (partner: North Oakland Hills Neighborhood Crime Prevention Council)</li> </ul>	1:05 pm	NO TV
Sunday, Sept. 5	<b>Los Angeles Angels of Anaheim</b> <ul style="list-style-type: none"> <li>• Giveaway – A's pink tote bag, sponsored by Big O Tires (10,000 fans)</li> <li>• A's Breast Cancer Awareness Day, presented by Big O Tires</li> <li>• Ceremonial first pitch -- Breast cancer survivor</li> <li>• National anthem – Breast cancer survivor Aileen Murazzo</li> <li>• Pre-game presentation – "A Gift of Faith" grant to Breast Cancer Emergency Fund, San Francisco</li> <li>• Pre-game check presentation – American Cancer Society, Cancer Prevention Institute of California and Susan G. Komen for the Cure</li> <li>• A's Community Fund Silent Auction (partner: A's Breast Cancer Awareness Day)</li> <li>• Live Dot Racing</li> <li>• Kid's Club member public address announcer (third inning)</li> <li>• Post-Game Race Around the Bases, sponsored by Chevy</li> </ul>	1:05 pm	CSNCA
Monday, Sept. 6	<b>Seattle Mariners</b> <ul style="list-style-type: none"> <li>• Labor Day</li> <li>• Pre-game check presentation – \$5,000 Pepsi Refresh grant to Alameda East Bay Miracle League</li> </ul>	1:05 pm	CSNCA
Tuesday, Sept. 7	<b>Seattle Mariners</b> <ul style="list-style-type: none"> <li>• Chevy Free Parking Tuesday</li> <li>• CSNBA Chronicle Live Tailgate Tuesday at Gate D (5:00-6:00 pm)</li> <li>• Ceremonial first pitch – Phil Hellmuth, winner of 11 World Series of Poker bracelets</li> <li>• Green Stampede Homework Club, sponsored by the Oakland A's Community Fund</li> </ul>	7:05 pm	CSNCA
Wednesday, Sept. 8	<b>Seattle Mariners</b> <ul style="list-style-type: none"> <li>• BART Double Play Wednesday</li> <li>• Food Bank Wednesday</li> <li>• Ceremonial first pitch – Captain Morgan</li> <li>• Pre-game presentation – Roberto Clemente Award Nominee, Craig Breslow</li> <li>• Color guard – BART Police Honor Guard</li> <li>• National Anthem – Nicky DePaola</li> <li>• Green Stampede Homework Club, sponsored by the Oakland A's Community Fund</li> <li>• Kid's Club member honorary grounds crew member (pre-game)</li> </ul>	7:05 pm	CSNCA
Thursday, Sept. 9	<b>OFF DAY</b>		
Friday, Sept. 10	<b>Boston Red Sox</b> <ul style="list-style-type: none"> <li>• Bothin Burn Center at Saint Francis Memorial Hospital in San Francisco Visit – A's players to visit with outpatient children at 12:00 pm</li> <li>• XFINITY Friday Family Pack game</li> <li>• Live national anthem – Anthony Smith</li> <li>• Kid's Club member brings Aquafina water to the umpires (third inning)</li> </ul>	7:05 pm	CSNCA
Saturday, Sept. 11	<b>Boston Red Sox</b> <ul style="list-style-type: none"> <li>• "A's Firefighter Appreciation Night"</li> <li>• Pre-game ceremony – Honoring over 50 local firefighters and fire chiefs</li> <li>• Ceremonial first pitch – Long tenured Bay Area firefighters</li> <li>• Pre-game presentation – Local civilian heroes</li> <li>• Color guard – Oakland Fire Department Honor Guard</li> <li>• Live national anthem/God Bless America – Oakland Fire Captain Larry Sampson</li> <li>• A's Community Fund Silent Auction (partner: Alisa Ann Ruch Burn Foundation)</li> <li>• Cache Creek Saturday</li> <li>• Kid's Club member "steals" third base (third inning)</li> </ul>	6:05 pm	CSNCA
Sunday, Sept. 12	<b>Boston Red Sox</b> <ul style="list-style-type: none"> <li>• Color guard – Sonoma County Sheriff</li> <li>• Live national anthem – San Francisco Boys Chorus</li> <li>• Take the Field with the A's, sponsored by Alta Bates Summit Medical Center</li> <li>• A's Community Fund Silent Auction (all proceeds: American Tinnitus Association)</li> <li>• Kid's Club member public address announcer (third inning)</li> <li>• Post-Game Race Around the Bases, sponsored by Chevy</li> </ul>	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](http://losatleticos.com) with Amaury Pi-González and Manolo Hernández-Douen handling the announcing duties.

## Promotions and Special Events

**A's Post-Game Fireworks Show:** On Friday, Sept. 3, fans will be invited down to the field to enjoy a post-game fireworks show, courtesy of Kelly-Moore Paints.

**A's Giveaway Items:** On Saturday, Sept. 4, 10,000 fans will receive an A's baseball cap, courtesy of Cache Creek Casino Resort, and on Sunday, Sept. 5, in conjunction with A's Breast Cancer Awareness Day, 10,000 fans will receive a pink A's tote bag, courtesy of Big O Tires.

**Celebrity Ceremonial First Pitch:** On Tuesday, Sept. 7, World Series of Poker legend Phil Hellmuth will throw out the ceremonial first pitch of the A's vs. Mariners game. A resident of Palo Alto, Hellmuth is best known for holding a record 11 World Series of Poker bracelets, winning the Main Event of the 1989 World Series of Poker and his temperamental "poker brat" personality.

**"A's Firefighter Appreciation Night":** The A's will honor local firefighters on Saturday, Sept. 11 prior to their 6:05 p.m. game against the Red Sox. As a part of "Firefighter Appreciation Night," the A's will pay tribute to more than 50 Bay Area firefighters, including local fire chiefs, during a special on-field pre-game ceremony set to begin at 5:40 pm. A few of the area's longest tenured firefighters will throw out the ceremonial first pitches of the game and local civilian heroes will be honored during a pre-game presentation. During the game, the A's will promote fire safety awareness and prevention on the A's video board. In addition, funds will be raised for firefighter charitable organizations in support of local burn foundations, fire safety and educational programs, or other community organizations. Two ticket price levels are available for this special fundraising event, Field Level for \$28 and Plaza Level for \$26, with \$4 from each of those tickets sold donated to the designated charity. Tickets can be purchased online at [oaklandathletics.com/firefighter](http://oaklandathletics.com/firefighter) with the password **HERO**. [SEE SEPARATE RELEASE]

**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](http://textrules.com/oaklanda).

## Community Relations

**A's Breast Cancer Awareness Day:** The A's will host the 12<sup>th</sup> Annual Breast Cancer Awareness Day, presented by Big O Tires, on Sunday, Sept. 5 as the A's take on the Angels. A's Breast Cancer Awareness Day is a daylong celebration of survivorship, honoring those who have courageously battled breast cancer and to raise funds to support research, education, advocacy and free services for cancer patients and their families throughout the Bay Area. Pregame festivities will begin at 12:45 pm with over 500 Bay Area breast cancer survivors forming a symbolic human ribbon on the field and the release of white doves as a symbol of hope. Since 1999, the A's have raised over \$1.075 million to help further advance breast cancer education and research. Supporting sponsors for this event include: Contra Costa Oncology, the Contra Costa Times, Comerica Bank, Ross Dress For Less, State Roofing Systems and XFINITY. [SEE SEPARATE ADVISORY]

**A's Breast Cancer Awareness Day Fundraising Efforts:** Fundraising efforts for A's Breast Cancer Awareness Day are underway behind section 120 during the Angels series, 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.

**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, Sept. 4 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.

**Roberto Clemente Award Presentation:** A's pitcher **Craig Breslow** will be recognized as the A's nominee for the national 2010 Roberto Clemente Award during an on-field ceremony prior to game on Wednesday, Sept. 8. The Roberto Clemente Award, sponsored by Chevrolet, recognizes the player who best exemplifies the game of baseball, sportsmanship, community involvement and positive contribution to their team. Over the past year, Breslow has raised close to \$150,000 for childhood research and education through fundraising events for his "Strike 3 Foundation." These fundraising events include the foundation's annual First Pitch Gala held each in Connecticut, a number of smaller networking events during the off-season, a wine tasting art event in San Francisco in July, a blackjack fundraiser in the Bay Area in August and a luncheon at Yankee Stadium this past month. In addition, 10% of the proceeds from the A's 2010 Community Fund Golf Classic were donated to the Strike 3 Foundation. Since its creation in 2008, Breslow's Strike 3 Foundation has raised over \$220,000 in the efforts to heighten awareness, mobilize support, and raises funds for childhood cancer research. [SEE SEPARATE RELEASE]

**Visit to Bothin Burn Center at Saint Francis Memorial Hospital in San Francisco:** In conjunction with the A's partnership with the Alisa Ann Ruch Burn Foundation for "Firefighter Appreciation Night," A's players will visit with outpatient children at the Bothin Burn Center at Saint Francis Memorial Hospital in San Francisco on Friday, Sept. 10 at 12:00 pm. The Alisa Ann Ruch Burn Foundation (AARBF) visits with outpatient and in-clinic patients weekly at the Bothin Burn Center to provide support to youth and adult burn victims and their families. Pitcher **Andrew Bailey** and other A's players will join AARBF next week to meet with the children, sign autographs and take part in a Q/A session. A portion of the proceeds from "A's Firefighter Appreciation Night" on Sept. 11<sup>th</sup> will benefit AARBF. For more details please visit [oaklandathletics.com/firefighter](http://oaklandathletics.com/firefighter).

**Ford C. Frick Award Voting:** Throughout the month of September, fans can vote for Bill King, former legendary voice of the Oakland Athletics, for the 2011 Ford C. Frick Award on-line at the Hall of Fame's Facebook site, [facebook.com/baseballhall](http://facebook.com/baseballhall). King, who passed away at age 78 in 2005, broadcast Oakland A's games for 25 seasons and called so many great moments in baseball history, ranging from Rickey Henderson's record-setting single season and career stolen bases, to Kirk Gibson's improbable World Series home run off Dennis Eckersley, to Dave Stewart's MVP performance in the 1989 World Series, to the A's record-breaking 20-game winning streak in 2001. The on-line voting concludes at 2 pm PT Sept. 30 and the top three fan selections from votes tallied at the site will appear on the final 10-name ballot for the award. The 2010 Frick Award winner will be selected by a 20-member electorate, with the winner to be announced at baseball's Winter Meetings in Orlando in December. [SEE SEPARATE RELEASE]

**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 Level 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.

## **Community Relations** (cont'd)

**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. On Sunday, Sept. 12, *all proceeds* from the silent auction will benefit the American Tinnitus Association, which funds research to pinpoint the origins of tinnitus, the perception of sound when no external source is present, to find ways to manage distress and to ultimately find a cure.

**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](http://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**

**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](http://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.

**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](http://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](http://oaklandathletics.com/BART).

**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](http://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](http://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](http://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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