



OAKLAND ATHLETICS

Media Release

Oakland Athletics Baseball Company • 7000 Coliseum Way • Oakland, CA 94621
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FOR IMMEDIATE RELEASE:

June 28, 2011

**** MEDIA ADVISORY / PHOTO OPPORTUNITY ****

A's Athletic Trainers Taking Part In 2011 "Play" Campaign Wednesday

A's Infielders Adam Rosales and Jemile Weeks to Participate in Initiative to Combat
Child Obesity with Local Youth

- WHAT:** **2011 "PLAY" Campaign, hosted by the Oakland Athletics**
PLAY - which stands for *Promoting a Lifetime of Activity for Youth* - is a public awareness campaign developed by the Professional Baseball Athletic Trainers Society (PBATS) in 2004 to combat child obesity. Through a series of fitness programs at all 30 Major League Baseball ballparks, PLAY was designed to encourage youth throughout the country to be active, eat right and sustain a healthy lifestyle.
- WHY:** The PLAY program was created in 2004 to raise awareness about young people's health issues because obesity is a major concern in the United States. Since 2004, PBATS has conducted over 100 PLAY events inside all 30 MLB ballparks reaching thousands of children with positive messages about making smart life choices and living a more active and healthy lifestyle.
- Working with the Taylor Hooton Foundation and MLB clubs, PBATS incorporates anti-steroid education within their PLAY campaign to generate awareness about the dangers of performance enhancing drugs. Young people often lack information about how to train the healthy way - without taking drugs and putting their lives and health at risk.
- WHEN:** **Wednesday, June 29**
10:00 a.m. to 12:30 p.m.
- WHERE:** Oakland Coliseum Field
7000 Coliseum Way
Oakland, CA 94621
- PARTICIPANTS:** A's Head Athletic Trainer **Nick Paparesta**, A's Assistant Athletic Trainers **Walt Horn** and **Brian Schulman**, A's infielders **Adam Rosales** and **Jemile Weeks**, **Brian Parker** from the Taylor Hooton Foundation and over 100 members of the **Alameda Little League**.
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