



OAKLAND ATHLETICS

Media Release

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FOR IMMEDIATE RELEASE:

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A's Turn Back the Clock to Celebrate '80s Weekend July 16-17

Traditional Doubleheader Scheduled for July 16; Former Bat Boy MC Hammer Honored July 17

OAKLAND, Calif. – The Oakland A's will "Turn Back the Clock" to celebrate the 1980s this weekend, highlighted by the team's first scheduled doubleheader in 14 years on Saturday, July 16 and a MC Hammer bobblehead giveaway on 80's Day on Sunday July 17 at the Coliseum. The '80s celebration weekend features a scheduled traditional doubleheader on Saturday, July 16 beginning at 1:10 p.m. against the Los Angeles Angels and for '80s Day on Sunday, July 17, the team will honor former A's bat boy MC Hammer prior to the A's vs. Angels 1:05 p.m. game.

The '80s weekend begins with Saturday's traditional doubleheader, giving fans an opportunity to see two games for the price of one. It is the club's first scheduled doubleheader since the A's hosted the Milwaukee Brewers Aug. 10, 1997 and is intended to bring fans back to the 1980s when such all-day baseball experiences were regularly offered by the A's and other clubs. The opening game will start at 1:10 p.m., while the twinbill nightcap will start 35 minutes after the completion of the opener.

The A's will then "Turn Back the Clock" Sunday, July 17, when they meet the then-called California Angels at 1:05 p.m., with both teams donning jerseys from the decade. Prior to the game, 15,000 fans will receive a MC Hammer bobblehead, courtesy of Supercuts. Pre-game festivities will honor Oakland native and former A's batboy MC Hammer, who will throw out the ceremonial first pitch, and feature a special performance by Taylor Dayne of her 1987 top 10 hit dance-pop song "Tell it to My Heart." Dayne will also sing the national anthem.

At the age of 11, Stanley Burrell was spotted by then A's owner Charles Finley, selling stray baseballs and dancing with a boom box in the Coliseum parking lot. Finley was impressed by Burrell's colorful personality and energy, and hired him as a clubhouse assistant and bat boy. Burrell, now known as MC Hammer, worked for the A's from 1973 through 1980.

After defeating the cross-bay rival San Francisco Giants in a four-game sweep of the 1989 World Series, the A's created a t-shirt as a marketing promotion with an image of the team's four championship trophies and the words, "U Can't Touch This" as a play on the title of MC Hammer's record-breaking song.

Hammer is considered one of the pioneers in the world of rap and hip hop music, fashion and dance. The 1990 album, *Please Hammer Don't Hurt 'Em*, featuring the song "U Can't Touch This," sold more than 20 million copies worldwide and held the number one spot on the *Billboard* charts for a record-breaking 23 weeks. To date, MC Hammer has sold more than 50 million records worldwide.

Other decade touches will include break dancers at entry gates, in-stadium music and entertainment from that decade, and game day staff wearing '80s style outfits.

For a limited amount of time, Field Level tickets for '80s Day on July 17 will be available for \$19.89 online at www.oaklandathletics.com/80sweekend by using the online coupon code "1989."

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