



OAKLAND ATHLETICS

Media Release

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

October 11, 2012

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

MC Hammer to Throw Out Ceremonial First Pitch Tonight **Prior to Game 5 of ALDS**

WHAT:

MC Hammer to Throw out Ceremonial First Pitch Prior to Game 5 of ALDS

Oakland native and former A's batboy MC Hammer will throw out the ceremonial first pitch tonight prior to Game 5 of the American League Division Series against Detroit.

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 during 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.

MC 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.

WHEN:

Thursday, Oct. 11

6:26 p.m. - National Anthem

6:29 p.m. - Ceremonial First Pitch

6:37 p.m. - ALDS Game 5, A's vs. Tigers

WHERE:

O.co Coliseum

7000 Coliseum Way

Oakland, CA 94621

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