



OAKLAND ATHLETICS

Media Release

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FOR IMMEDIATE RELEASE:

March 26, 2013

**** MEDIA ALERT / PHOTO OPPORTUNITY ****

A's Flag Raising Ceremony Atop the Oakland Tribune Tower to Kickoff "Oakland A's Spirit Week"

EVENT: The 2012 American League West Division Champion Oakland Athletics and the City of Oakland will kick off "**Oakland A's Spirit Week**" Friday, March 29 at 11:30 a.m. with the raising of an A's flag atop the historical Oakland Tribune Tower by A's Manager Bob Melvin and Oakland Mayor Jean Quan.

Following the flag raising, a press conference will be held at the Tribune Tavern Restaurant where Mayor Quan, in partnership with Visit Oakland, Oakland Metropolitan Chamber of Commerce, Port of Oakland, City of Oakland and the Community Benefit District, will officially launch "Oakland A's Spirit Week," a celebration of the Oakland A's during the first week of the 2013 baseball season. In addition, there will be a photo opportunity with Melvin, Mayor Quan and other community leaders with an identical A's flag to the one that will be raised atop the tower that morning.

"Oakland A's Spirit Week," beginning April 1 with the A's Opening Night game against the Seattle Mariners at O.co Coliseum, will feature the following initiatives:

- Oakland A's flag to fly atop the Oakland Tribune building
- Oakland Airport to shine green and yellow lights curbside at both terminals and at the Oakland Maintenance Center
- An A's flag to fly atop Oakland City Hall
- Oakland City Hall to shine green and yellow lights in front of the building
- Over 1,000 "Oakland Loves Our A's" posters to be distributed throughout the community and posted inside local businesses and restaurants

This event is closed to the public.

DATE: **Friday, March 29**
11:30 a.m. -12 p.m.

LOCATION: **Oakland Tribune Tower**
Oakland Tribune Tavern Restaurant
401 13th Street
Oakland, CA 94612

MEDIA NOTE: Unfortunately because of the limited space atop the Tribune Tower, media will not be allowed to film from that location. The A's will supply video footage and still photos of the flag raising ceremony with Melvin and Mayor Quan to the media via a FTP site (available after 3 p.m.).

The folder '**Media Assets**' is located at **ftp://ftp2.oaklandathletics.com**.
Username: athletics\media_assets_ftp
Password: ftpmedia2013

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