



OAKLAND ATHLETICS

Media Release

Oakland Athletics Baseball Company ♦ 7000 Coliseum Way ♦ Oakland, CA 94621
510-638-4900 ♦ @athletics ♦ www.athletics.com

FOR IMMEDIATE RELEASE:

March 27, 2014

News and Happenings for A's Opening Night and Upcoming Season

World Series anniversaries, unique giveaways, new concessionaire highlight 2014 campaign

OAKLAND, Calif. – The two-time defending American League West-champion Oakland Athletics open the 2014 regular season on Monday, March 31, at 7:05 p.m. at the O.co Coliseum, with a 7:05 p.m. tilt against the Cleveland Indians. Monday's game opens the A's 81-game home schedule, which will feature a pair of World Series anniversary celebrations, jersey, bobblehead and gnome giveaways, and exciting weekly promotions like Chevy Free Parking Tuesdays and XFINITY Friday Family Packs, which are available for every Friday home game.

<i>A's Opening Night Timeline</i>			
12:00 p.m.	Parking Lot Opens	6:50 p.m.	Unveiling of AL West Division Champions Logo
5:05 p.m.	Ballpark Opens	6:52 p.m.	Color Guard — Navy Color Guard from Travis Air Force Base
5:20 p.m.	Oakland A's Batting Practice Ends	6:53 p.m.	National Anthem — Lindsey Pavao from "The Voice"
6:10 p.m.	Cleveland Indians Batting Practice Ends	6:58 p.m.	Ceremonial First Pitch — Rickey Henderson
6:35 p.m.	Welcome to the O.co Coliseum	7:02 p.m.	Umpires and Managers Meeting at Home Plate
6:39 p.m.	Cleveland Indians Introductions	7:05 p.m.	A's Take the Field
6:44 p.m.	Oakland A's Introductions	7:07 p.m.	Play Ball

BAY BRIDGE SERIES: Beginning tonight, the A's and San Francisco Giants continue the tradition of the Bay Bridge Series. These three exhibition games will take place Thursday, March 27 at AT&T Park (7:15 p.m.), Friday, March 28 at AT&T Park (7:15 p.m.), and Saturday, March 29 at the O.co Coliseum (1:05 p.m.). All three games will be broadcast on the A's Radio Network, while Friday's game will be telecast on Comcast SportsNet California.

A's OPENING NIGHT: The A's will ring in the new season with a pair of fan giveaways. At Monday's game, 32,000 fans will receive a gold A's rally towel, presented by NetSuite. In addition, the A's will be giving away 32,000 magnetic schedules presented by Comcast SportsNet California.

Also, the A's will honor their fans and the military, as well as honor an all-time great, prior to Monday's game. The Navy Color Guard from nearby Travis Air Force Base will present the colors, a group of season tickets holders will unfurl a large American flag, and iconic outfielder, all-time MLB stolen base leader, and Hall of Fame member Rickey Henderson will throw out the ceremonial first pitch.

FIRST HOMESTAND: On Friday, April 4, 10,000 fans will receive a 2014 A's pet calendar—featuring A's players with their favorite pooches—presented by Central Garden & Pet. April 4 is also #NERDPOWER Night, when fans with special tickets will receive a limited edition Eric Sogard #NERDPOWER t-shirt and a pair of plastic glasses. On Saturday, April 5, 15,000 fans will receive a Back-to-Back AL West Champs Fleece Blanket, presented by Kelly-Moore Paints. The homestand concludes Sunday, April 6, when 7,500 kids will receive an A's ripcord bracelet presented by Chevrolet.

Promotions and Special Events

1974 WORLD SERIES CELEBRATION: The A's will celebrate the 40th anniversary of the 1974 World Series Championship Friday, May 30, and Saturday, May 31 vs. the Los Angeles Angels. The celebration will feature an autograph session on Friday night, a meet-and-greet with members of the '74 team on Saturday, and an on-field recognition prior to Saturday's game. In addition, 15,000 fans will receive a Catfish Hunter bobblehead, presented by State Farm, on Saturday, May 31. **Proceeds from the weekend's autograph signing and meet-and-greet will benefit the ALS Association Jim "Catfish" Hunter Chapter.**

1989 WORLD SERIES CELEBRATION: The 25th anniversary of the A's 1989 World Series title will be commemorated Friday, July 18, and Saturday, July 19, vs. Baltimore. Similar to the '74 celebration, the weekend will feature an autograph session at Friday's game, a meet-and-greet on Saturday, and an on-field recognition prior to Saturday's game. At the game on Saturday, 15,000 fans will receive a 1989 Throwback T-shirt, presented by Tribune Tavern and Lungomare. **Proceeds from the weekend's events will benefit the Angelman Syndrome Foundation,** a charity supported by '89 World Series champion Dave Henderson.

GIVEAWAYS: The A's have a number of giveaway items on tap for the 2014 promotional schedule, including a Josh Donaldson diorama bobblehead presented by Comerica Bank (April 19), Chip and Chili Platter presented by ROSS Dress for Less (June 1), A's elephant batting practice cap presented by Cache Creek Casino Resort (May 26), the first ever Coco Crisp garden gnome presented by Grant Thornton LLP (June 22), and a Coco Crisp replica jersey presented by Cache Creek Casino Resort (Sept. 1), among other unique items.

POST-GAME ENTERTAINMENT: Six post-game fireworks shows are scheduled for the 2014 season and fans in attendance will have the opportunity to enjoy the show from the field (on-field capacity is limited). They are: May 10 vs. Washington (presented by XFINITY), June 13 vs. New York Yankees (presented by Chevrolet), July 3 vs. Toronto (patriotic theme, presented by GovX), Aug. 1 vs. Kansas City (on Italian Heritage Night), Aug. 23 vs. Los Angeles Angels (presented by Chevron) and Sept. 19 vs. Philadelphia (*Star Wars*® theme, presented by State Farm).

Ticket Specials

CHEVY FREE PARKING TUESDAYS: As a part of Chevy Free Parking Tuesdays, the A's will offer free parking to all fans, in addition to a special online ticket offer, for most Tuesday home games (excludes premium games and dual Oracle Arena events). Plaza Reserved tickets are available for just \$4 at www.athletics.com/tuesdays using the coupon code 'CHEVY.' Tickets are limited to 500 per game and are available while supplies last.

PATELCO THROWBACK THURSDAYS: Fans attending Patelco Credit Union Throwback Thursdays at the A's will enjoy nostalgic baseball entertainment, and 5,000 fans will receive a scorecard and commemorative button—a different one each game—depicting a historical Athletics figure. In addition, fans can purchase Plaza Level tickets at a discounted rate on these seven select game dates.

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 and bag of peanuts) for just \$50 (\$150 value).

CSNCA AUTHENTIC FAN FRIDAY: Every Friday home game during the regular season, Comcast SportsNet California (CSNCA) will host Authentic Fan Friday in the Value Deck of O.co Coliseum. Located in Sections 316-318, CSNCA Value Deck tickets include a Jumbo Ticket added-value of \$6 within the ticket barcode redeemable throughout the ballpark for merchandise or concessions. Fans sitting in this Authentic Fan Friday section will receive a CSNCA prize pack, which includes an "Authentic Fan" exclusive giveaway and cheer card, and will be featured on the TV broadcast.

DYNAMIC DEALS: Throughout the 2014 season, the A's will offer Dynamic Deals on tickets, the best ticket discounts direct from the A's. Dynamic Deal ticket pricing can change at any time. Fans are encouraged to purchase tickets early to get the best deal. Deals are found online at www.athletics.com/dynamicdeals.

PASSBOOK TICKET DELIVERY: Fans who purchase A's tickets online can now store their game tickets in Apple Passbook by selecting the Tickets at Home + Passbook delivery option. This free delivery allows fans to receive their tickets via email, print their tickets at home, or add the tickets to Passbook. Upon entry to O.co Coliseum, tickets can be scanned on the mobile phone.

KIDS, SENIORS, AND ACTIVE MILITARY DISCOUNTS: Kids (14 and under), seniors (60 and over), and active military can purchase tickets at a discount of \$8 off in the Plaza Level for all non-premium games.

TICKET INFORMATION: Tickets for A's home games can be purchased at all usual ticket outlets, including the O.co Coliseum Box Office, online at www.athletics.com/tickets, or over the phone by calling 877-493-BALL (2255). Ticket plans, group tickets (including all fundraising options) and private suites can be purchased by calling 510-638-GoA's (4627).

What's New with the A's

NEW FOOD AT O.CO COLISEUM: Ovation Food Services, the A's new food and beverage concessions provider, will introduce its "Everything Fresh" program to A's fans this season. Ovation features a special focus on using locally-sourced ingredients and a rotating seasonal menu. Menu options for this season will include various specialty hotdog and nacho offerings; Polynesian-style bowls; chef's wraps; and salads of the day. Brick-oven pizza and over 20 different micro- and craft-brews will also be available in the Bar & Grill.

"SALUTE TO SERVICE" SUNDAYS: Every Sunday, veterans, active duty and first responder personnel can purchase tickets at a discounted rate, courtesy of GovX. They will receive \$7 off plaza level tickets and \$5 off plaza reserved tickets at all 13 Sunday home games in the 2014 season. More information can be found at athletics.com/military.

MOBILE PHONE CHARGING STATIONS: The Athletics will be providing mobile phone charging stations at all home games this season. The stations will be located inside the Budweiser Bowtie Bar (behind Section 129) and the Bar & Grille (sections 212-216).

MLB.com "AT THE BALLPARK" APP: Seating upgrades, unique ballpark experiences, plus information on ballpark amenities, social media, closed captioning and more, will be available through the MLB.com "At the Ballpark" mobile application. Fans can download the app by visiting the "mobile" tab at athletics.com.

METAL DETECTORS AT ALL GATES FOR ALL GAMES: All fans will be required to pass through metal detectors upon entry at all gates during every game this season. Fans are encouraged to arrive to home games a few minutes earlier than they have previously, especially for premium games such as Opening Night, fireworks games, and special events.

For more information, please visit www.athletics.com.

#####

Contact: Zak Basch, Media Relations and Broadcasting Coordinator
510-563-2236; zbasch@athletics.com