



# OAKLAND ATHLETICS

## Media Release

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**FOR IMMEDIATE RELEASE:**

March 31, 2014

### News & Notes About the A's Upcoming Homestand

**OAKLAND** – The Oakland A's begin their quest for a third-straight American League West championship tonight, as they open a seven-game homestand against the upstart Cleveland Indians (March 31-April 2) and a revitalized Seattle Mariners squad (April 3-6).

The Indians, led by skipper Terry Francona, battled to within one game of a postseason berth last year, falling to Tampa Bay in a one-game playoff. Division-rival Seattle spent its offseason signing top free agent Robinson Cano for \$240 million, hiring former Pirates manager Lloyd McClendon as its new skipper, and bolstering its offense with the acquisitions of Corey Hart, Willie Bloomquist and Logan Morrison.

The first homestand also will feature giveaways like a magnetic schedule presented by Comcast SportsNet California and A's gold rally towel presented by NetSuite (Opening Day), the A's pet calendar presented by Central Garden and Pet (Friday, April 4), and Back-to-Back AL West Champs fleece blanket presented by Kelly-Moore Paints (Saturday, April 5).

<b>DATE</b>	<b>OPPONENT</b>	<b>TIME</b>	<b>TELEVISION</b>
<b>MONDAY, MARCH 31</b>	<b>CLEVELAND INDIANS</b>	<b>7:05 P.M.</b>	<b>CSNCA</b>
	<ul style="list-style-type: none"> <li>Giveaway: Magnetic Schedule and Comcast Magnets, presented by Comcast SportsNet California (32,000 fans)</li> <li>Giveaway: A's Gold Rally Towel, presented by NetSuite (32,000 fans)</li> <li>First Pitch: Rickey Henderson</li> <li>National Anthem: Matt King</li> <li>Color Guard: Navy Color Guard from Travis Air Force Base</li> <li>A's Community Fund Silent Auction, behind Section 120</li> <li>Breast Cancer Awareness Day Fundraising Table, behind Section 120</li> </ul>		
<b>TUESDAY, APRIL 1</b>	<b>CLEVELAND INDIANS</b>	<b>7:05 P.M.</b>	<b>CSNCA</b>
	<ul style="list-style-type: none"> <li>Free Parking Tuesday, driven by Chevrolet</li> <li>National Anthem: Clayton Valley Charter Band</li> <li>First Pitch: Madison Norquist, winner of one of the 2013 A's "31 Gifts in 31 Days" contests</li> <li>Breast Cancer Awareness Day Fundraising Table, behind Section 120</li> </ul>		
<b>WEDNESDAY, APRIL 2</b>	<b>CLEVELAND INDIANS</b>	<b>12:35 P.M.</b>	<b>CSNCA</b>
	<ul style="list-style-type: none"> <li>BART \$2 Wednesday</li> <li>National Anthem: Allison Richter</li> <li>Green Stampede Homework Club</li> <li>Breast Cancer Awareness Day Fundraising Table, behind Section 120</li> </ul>		
<b>THURSDAY, APRIL 3</b>	<b>SEATTLE MARINERS</b>	<b>7:05 P.M.</b>	<b>CSNCA</b>
	<ul style="list-style-type: none"> <li>Patelco Credit Union Throwback Thursday (5,000 fans receive Harvey the Rabbit commemorative button)</li> <li>National Anthem: John Swett High School</li> <li>Green Stampede Homework Club</li> <li>Breast Cancer Awareness Day Fundraising Table, behind Section 120</li> </ul>		
<b>FRIDAY, APRIL 4</b>	<b>SEATTLE MARINERS</b>	<b>7:05 P.M.</b>	<b>CSNCA</b>
	<ul style="list-style-type: none"> <li>Giveaway: A's Pet Calendar presented by Central Garden and Pet (10,000 fans)</li> <li>XFINITY Friday Family Pack</li> <li>CSNCA Authentic Fan Friday</li> <li>Gates open at 4:30 p.m. for Athletics batting practice</li> <li>National Anthem: Ladies First Chorus</li> <li>First Pitch: Comcast SportsNet "Lucky Fan of the Game"</li> <li>First Pitch: Karen Hubbard, on behalf of Central Garden and Pet</li> <li>Breast Cancer Awareness Day Fundraising Table, behind Section 120</li> </ul>		
<b>SATURDAY, APRIL 5</b>	<b>SEATTLE MARINERS</b>	<b>1:05 P.M.</b>	<b>CSNCA</b>
	<ul style="list-style-type: none"> <li>Giveaway: A's Back-To-Back AL West Champs Fleece Blanket, presented by Kelly-Moore Paints (15,000 fans)</li> <li>Cache Creek Saturday</li> <li>National Anthem: Napa High School Band</li> <li>First Pitch: Evan Iyemura</li> <li>A's Community Fund Silent Auction, with partner Autism Speaks, behind Section 120</li> <li>Breast Cancer Awareness Day Fundraising Table, behind Section 120</li> </ul>		
<b>SUNDAY, APRIL 6</b>	<b>SEATTLE MARINERS</b>	<b>1:05 P.M.</b>	<b>CSNCA</b>
	<ul style="list-style-type: none"> <li>Little League Day driven by Chevy (festival in B Lot at 9 a.m., parade on field at 11 a.m.)</li> <li>Giveaway: Ripcord Bracelet driven by Chevrolet, kids 12 and under (7,500 fans)</li> <li>National Anthem: Ryan Bradford</li> <li>Take the Field with the A's program, presented by Wells Fargo</li> <li>Post-Game Race Around the Bases, driven by Chevrolet</li> <li>A's Community Fund Silent Auction, behind Section 120</li> <li>Breast Cancer Awareness Day Fundraising Table, A's Wives, behind Section 120</li> </ul>		

\*\*For additional information about the promotions or events listed above, please visit <http://www.athletics.com>

## **Promotions & Special Events**

**Opening Night:** On Monday, March 31, the A's will celebrate Opening Night with a pair of giveaways, a pre-game pyrotechnic display, ceremonial first pitch by A's legend Rickey Henderson, and national anthem by A's favorite Matt King. In addition, 32,000 fans will receive a magnetic schedule presented by Comcast SportsNet California and a gold A's rally towel presented by NetSuite. Also on Opening Night, Budweiser will be featuring its Day-Fresh Draught inside the O.co Coliseum, a special brew designed for Opening Day of the 2014 MLB season.

**Pet Calendar Giveaway, presented by Central Garden and Pet:** On Friday, April 4, 10,000 fans will receive an A's pet calendar, presented by Central Garden and Pet. This popular item features a different A's player every month posing with his favorite furry friend. Baseball and animal lovers unite for this unique item.

**Back-to-Back AL West Champs Fleece Blanket Giveaway:** On Saturday, April 5, the A's back-to-back AL West titles will be immortalized on a fleece blanket, presented by Kelly-Moore Paints and given to 15,000 fans in attendance.

**Little League Day, driven by Chevrolet:** The A's will host more than 15,000 little leaguers on Sunday, April 6, for the annual Little League Day, driven by Chevrolet. Little Leaguers will be treated to a pre-game festival in B Lot, parade around the O.co Coliseum field, and one team will get to take the field with the A's prior to the 1:05 p.m. game.

## **Community Relations**

**Green Stampede Homework Club:** On select games throughout the season, elementary school students will visit O.co Coliseum to receive help with their homework from tutors and aids. An A's player will visit and sign autographs for the students as a way to congratulate them for their hard work. After the students have finished their homework, they are able to sit in the stands and watch the game.

**A's Community Fund Silent Auctions:** Every Saturday and Sunday home game, the A's Community Fund hosts a silent auction featuring signed and unsigned A's memorabilia as well as game-used items. The silent auctions are located in the A's fan center behind section 120 and end with the last out in the bottom of the 5<sup>th</sup> inning.

**Breast Cancer Awareness Day Fundraising Table:** At each game leading up to Breast Cancer Awareness Day on Sunday, May 11, fans will have the opportunity to purchase Breast Cancer Awareness pins (\$10), caps (\$25) and necklaces (\$15), with proceeds benefitting the American Cancer Society and Cancer Prevention Institute of California. Also, the A's once again will be raffling off a custom-made, autographed quilt on Breast Cancer Awareness Day. Fans can purchase raffle tickets for the quilt for \$5 each at all games leading up to May 11. The fundraising table will be set up behind Section 120.

**Take the Field with the A's:** The Take the Field with the A's program gives youth baseball and softball teams the chance to live out their Major League dreams. On Sunday, April 6, youth players from El Cerrito Youth Baseball will join Oakland A's players on the field during the National Anthem. Each participant receives an autographed baseball and t-shirt, courtesy of Wells Fargo.

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