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Oakland A's Prize Patrol Gives Away \$40,000 to Fans & Community

A's and NBC Sports California teamed up to surprise fans in August and September

OAKLAND, Calif. – Four lucky A's fans were rewarded for simply doing what they love: watching the Oakland A's play. Natalie Boero (Oakland), Jason Maddy (Oakland), Rich Bennett (San Leandro), and Elizabeth Boults-Sullivan (Berkeley) were each surprised with a check for \$5,000 by mascot Stomper and A's emcee Kara Tsuboi during live broadcasts in August and September.

The A's gave away a total \$20,000 to fans and a matching \$20,000 to local community partners through the A's Prize Patrol. During key game broadcasts in August and September, a special keyword was revealed on NBC Sports California. More than 10,000 fans used the keywords to register for the drawings and the winners were each surprised during a live broadcast the following day. A's Prize Patrol resulted in a 39 percent increase in NBC Sports California streams.

The A's also made matching \$5,000 donations to local community partners chosen by the winners: the Alameda County Community Food Bank, Make-A-Wish Greater Bay Area, the Boys & Girls Clubs of Oakland, and the Oakland A's Community Fund.

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