



PRESS RELEASE

## Red Sox Foundation Launches World Series Ring Sweepstakes

**Boston, MA (April 9, 2010)** – The Red Sox Foundation has launched a nationwide World Series ring sweepstakes for the next eight weeks offering one lucky fan the chance to win an authentic 2018 Boston Red Sox Championship Ring.

Fans can enter the sweepstakes by making a donation to the Red Sox Foundation online at [redsox.com/win](http://redsox.com/win), or by mail by sending letters to the attention of the Red Sox Foundation at 4 Jersey Street, Boston, MA, 02215. Every \$1 donation is equivalent to one entry. There is a limit of 500 entries per person. The sweepstakes runs through June 7 at noon. Official sweepstakes rules may be found at [redsox.com/win](http://redsox.com/win).

“This is such a unique opportunity for Red Sox fans to not only have a chance to win a World Series ring, but to also support the charitable programs that the Red Sox Foundation runs, and the many non-profit organizations we help champion throughout Boston and New England,” said Red Sox Foundation Executive Director Bekah Salwasser.

This is the fourth time the Red Sox Foundation has given fans the opportunity to win a genuine World Series ring. After World Series victories in 2004, 2007, and 2013, the Foundation raised over \$3.9 million through the various ring raffles and auctions that took place following those Championship seasons. Net proceeds from this year’s sweepstakes will go towards funding the Red Sox Foundation’s two self-run programs – the Red Sox Scholars and RBI Programs – as well as hundreds of charities throughout New England.

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jetBlue

PRESS RELEASE

## **Red Sox and jetBlue Distribute Over 46,000 Red Sox Hats to Boston Public Schools Students and Staff**

**Boston, MA (April 4, 2019)** – As part of the club's "Calling All Kids" effort to connect baseball to the next generation of fans, the Red Sox and JetBlue today distributed over 46,000 Red Sox baseball hats to Boston Public Schools (BPS) students and staff in 104 schools throughout the City of Boston.

"This is a tradition that spreads the positive spirit we see on the baseball field to Boston Public Schools," said Mayor Walsh "I am excited for our students to celebrate the start of baseball season with their new hats, displaying their Boston pride everywhere they go."

"Over the three years of this program we've distributed over 135,000 hats to BPS students and teachers," said Red Sox President and CEO Sam Kennedy. "Our main goal is to make every student feel like they are part of the team, and this year is particularly special because of the championship banner incorporated into the hat design. We hope this gesture encourages a sense of connection with the ballclub as we prepare for our first home game at Fenway Park next week."

The distribution of hats was launched earlier today when Boston Mayor Martin J. Walsh and Boston Public Schools Interim Superintendent Laura Perille joined Red Sox President and CEO Sam Kennedy, Former Red Sox Designated Hitter David Ortiz, Red Sox Foundation Board Member Linda Henry, and JetBlue Chief Commercial Officer Marty St. George at the Sarah Greenwood School in Dorchester. The group handed out hats to students and teachers and gave the children a chance to take photos with Wally the Green Monster and his sister Tessie.

A total of 46,010 hats were delivered to students and teachers at all Kindergarten through 8th grade Boston Public Schools. The city-wide hat donation is part of a commitment by the Red Sox and JetBlue to engage with the Boston community each year for the duration of their partnership through 2030.

"There is no better way to celebrate the start of the season than by spreading some hometown pride with the students and staff members at BPS," said JetBlue Chief Commercial Officer Marty St. George. "As the official airline of the Boston Red Sox and the largest carrier in Boston, we are proud to support the city's home team, along with the many local communities we serve each and every day. We are excited to continue this special tradition with the Red Sox and look forward to a successful 11th season together."

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PRESS RELEASE

## **Red Sox Foundation Picnic in the Park Again a Winner For Fans, New England Charities**

*Thousands of Dollars raised to help 47,000 Children served by DCF*

**Boston, MA (August 2, 2017)** – The field at Fenway Park is hallowed ground. The chance to watch a game played on it is special to all Red Sox and baseball fans. But the opportunity to go onto the lawn and celebrate the day with a picnic on the storied turf is something altogether unique and an occasion to be cherished.

The 12th annual Picnic in the Park, presented by Ace Ticket, Aramark, Kayem, HP Hood, and Home Goods took place an hour after the July 30 Red Sox-Royals game on a glorious sunny late Sunday afternoon.

The Red Sox Foundation Picnic in the Park has become a summer ritual in Boston with Red Sox fans of all ages flocking to the field their heroes play on to enjoy an early dinner on the grass, as well as the chance to get autographs from Red Sox players and coaches and help various charities.

Fans were granted access to the outfield for the picnic itself, an hour after the game. Fans with an “MVP” ticket also received a bleacher seat, an autographed ball from a Red Sox legend and the chance to take a picture with the 2004, '07 and '13 World Series trophies.

The best part for many of the fans who paid the premium to spend an hour or two on the field is walking away knowing they've made a substantial contribution to organizations that help those in need in the Boston community.

Proceeds from the latest edition of Picnic in the Park will benefit each of the five New England sports team charities, including the Red Sox Foundation, the Boston Bruins Foundation, the Shamrock Foundation, the New England Patriots Charitable Foundation and the New England Revolution Foundation.

But perhaps the most significant beneficiary of the Picnic in the Park was the DCF Kids Fund. The Kids Fund provides basic necessities and enrichment opportunities to 47,000 children served by the Massachusetts Department of Children and Families.

One of the highlights every year is the 55-minute autograph session with Red Sox players, who wait along the warning track to sign for fans. There was also a performance from Blue Man Group, a BBQ dinner on the outfield, goodie bags and a live auction of one-of-a-kind player-donated experiences from Red Sox players and their wives.

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PRESS RELEASE

## City of Boston, Highland Street Foundation Join Red Sox to Bring Red Sox Baseball to Boston Common This Summer

*"Out Of the Park" Event to Screen Red Sox-Yankees Game on August 12*

**Boston, MA (July 19, 2017)** – The City of Boston, Highland Street Foundation, and the Boston Red Sox today announced that the fourth annual "Out of the Park" will take place on Saturday, August 12, on the Boston Common. "Out of the Park" is a free, family-oriented event that brings the Fenway Park experience out to the community.

"Out of the Park" will feature a live viewing of the 4:05 p.m. August 12 Red Sox-Yankees game at Yankee Stadium. The New England Sports Network (NESN) broadcast will be shown on a 15-foot video screen with cut-ins by a live game announcer. "Out of the Park" includes free food, provided courtesy of Red Sox partners Aramark, Cavendish Farms, Savenor's Butcher & Market, Poland Spring, Frito Lay, Kayem Foods, Del's Frozen Lemonade, and King's Hawaiian.

"Out of the Park is a great way to bring the excitement of Fenway Park to another one of our City's treasured destinations, the Boston Common," said Mayor Martin J. Walsh. "This family-friendly event will offer residents and visitors a unique opportunity to celebrate the Boston Red Sox and Fenway Park during a day of fun and activities outside of Yawkey Way."

"Out of the Park" will begin at 2:30 p.m. with the Red Sox Mobile Showcase bringing a batting cage, virtual reality station, pitching accuracy, and other games for families to enjoy. The events will also include many of the signature elements and amenities that can be found in and around Fenway Park and Yawkey Way during home games, such as caricaturists, balloon artists, and face painters. Red Sox Mascot Wally the Green Monster, his sister Tessie, along with a live DJ will be present throughout the day. Attendees will also have a chance to take rides on the carousel with free vouchers and participate in giveaways.

"It is our hope that anyone who has a love of baseball or simply a desire to feel part of a larger community can join us," said Blake Jordan, Executive Director, Highland Street Foundation. "Out of the Park is about engaging individuals, children and families in an afternoon of fun while rooting on our hometown team."

The concept for "Out of the Park," which is supported by Boston Parks & Recreation, was created in 2014 from a shared focus on community building between the City, Highland Street Foundation, and the Red Sox. The free event is part of the club's "Calling All Kids" initiative, an ongoing effort to connect baseball to the next generation of fans.

"We are grateful to Mayor Walsh, the City of Boston, and Highland Street Foundation for allowing us to bring the Fenway Park experience out to Boston's central public park," said Red Sox President Sam Kennedy. "This event is a great way to bring Red Sox baseball to life in our community while the team is on the road and provide those who can't make it to Fenway Park this summer with a taste of the sights and sounds of our historic ballpark."

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PRESS RELEASE

## Red Sox Unveil 2016 Plans to Engage the Next Generation of Fans

*Registration for Free Kid Nation Membership and Free Ticket for 2016 Season Starts Today*

**Boston, MA (March 3, 2016)** – The Red Sox will introduce a host of initiatives and events in 2016 designed to bring children and young adults closer to the game. The club's "Calling All Kids" movement, presented by Hood, includes the introduction of virtual reality at Fenway Park, a mobile truck experience that brings elements of the ballpark out to the community, an Opening Day event for Little Leaguers at Fenway Park, free tickets to games for fans 14 and under, and \$9 tickets for high school and college students.

"Connecting with younger audiences has increasingly become a focus for our club," said Red Sox Chairman Tom Werner. "Our efforts are concentrated on making enhancements to the ballpark experience for kids and families, relating to younger fans through new technology, and bringing the Fenway Park atmosphere out to the community. Finding new and unique ways to introduce baseball to children and young adults is critical, not only for the Red Sox but for the future of the game itself."

### **Reality Check**

For the first time, the club will offer a virtual reality experience at Fenway Park through a series of 360 videos that give exclusive, all-access views of what it's like to be a Red Sox player during the 2016 season. From the action of Spring Training to game preparation at Fenway Park, fans will have the ability to experience behind-the-scenes moments through new virtual reality headsets that will be set up in a re-created Red Sox dugout.

Virtual reality stations will be available to kids in Wally's Clubhouse and to all fans in the Kids Concourse. The videos will also be available to fans online.

### **On The Road Again**

The Red Sox will take Fenway Park on the road with a new mobile truck that will bring the ballpark experience to communities throughout New England. The Red Sox Mobile Experience presented by T-Mobile features a 15-foot truck with panels that move to remake the Green Monster wall. The truck will carry a batting cage, virtual reality dugout, and pitching stations to dozens of cities and towns during the 2016 season. The Red Sox Mobile Experience will debut the week of May 9 leading into MLB's national "Play Ball!" weekend.

Also, for the third straight year, the Red Sox will partner with the Highland Street Foundation and the City of Boston for "Out of the Park," a free event for families that brings a screening of a Red Sox road game and the atmosphere of Yawkey Way to a city park. The date and park location will be announced in the coming weeks.

### **Little Big League**

The Red Sox will host hundreds of Little Leaguers at Fenway Park on Saturday, April 9, from 10 a.m. to noon for an Opening Day event that will celebrate the start of Little League's baseball and softball season. Mayor Martin J. Walsh is scheduled to attend the special ceremony which will also include members of the Red Sox front office. Free concessions for the Little Leaguers will be provided by Red Sox concessionaire Aramark.

Additionally, the Red Sox Foundation will once again sponsor Little League teams across the Commonwealth by providing grants that help supply uniforms and equipment. The foundation will also continue to fund and operate 32 RBI teams (Reviving Baseball in Inner Cities) and Rookie Leagues. The youth programs serve more than 1600 at-risk children in the Boston area.

### **Free Tickets for Kids, Affordable Tickets for Students**

For the second year in a row, entry-level membership in Red Sox Kid Nation will be free, and every child in the program can attend a game for free. Membership is for children 14 and under. Fans can begin signing up for the membership and free ticket starting today on [redsox.com/kidnation](http://redsox.com/kidnation). The Red Sox Kid Nation program is presented by Hood.

Those who signed up for the free membership last year will automatically be re-enrolled in this year's program. The free ticket is also available to those who sign up for the paid membership. More than 53,000 fans signed up for the Kid Nation program after the free ticket was introduced in 2015.

For high school and college students with a student ID, the club will again offer a \$9 ticket for every regular season home game. The "Student 9's," presented by Selfeo, guarantee at least an entry into standing room with the possibility of an upgrade to seats when available.

### **Touching the Game**

The Red Sox have made enhancements to Wally's Clubhouse, located in the Kids Concourse behind right field, including opportunities for kids to experience the tactile elements of baseball.

A rolling mobile exhibit will feature a miniature fiberglass version of Pesky's Pole that youngsters can sign with a dry erase marker, a piece of the padded field wall that lines the infield and outfield, and various compartments with objects for them to feel, such as a deconstructed baseball and Fenway Park dirt.

Miniature lockers staged to look just like the ones in the Red Sox clubhouse will be installed in Wally's Clubhouse, and an oversized trunk filled with authentic Red Sox jerseys, cleats, and batting gloves will be available for kids to play dress up.

In addition to the tactile elements, enhanced organized games and activities such as Red Sox bingo, story time, Q&A sessions, and lessons on scoring the game will take place in the space. The Red Sox will also host a comprehensive clinic later in the season for kids who want to learn how to score the game.

And for the young collectors in the family, an extensive Red Sox bobblehead collection will be on display in the Team Store window located in the Kids Concourse.

Families are encouraged to enter the ballpark through Gate K (for Kids), which was created in 2015 and leads directly into the Kids Concourse. Wally's Clubhouse is located in the Kids Concourse and is open for fans each home game from the 3rd through 7th innings.

### **Tessie, You Are the Only, Only, Only**

At the end of Spring Training, Tessie the Green Monster will take her place in the Kids Concourse at Fenway Park where she will be a permanent staple before and during Red Sox home games throughout the season. Tessie is Red Sox mascot Wally the Green Monster's sister and was introduced to fans in January at Baseball Winter Weekend at Foxwoods.

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Hi,

The Boston Red Sox have continued this season to develop their in-game and out-of-the-park programming to engage kids and families aimed to enrich the ballpark experience to strengthen the connection to the game for the next generation of fans. I wanted to gauge your interest if [REDACTED] would be interested in learning the ample family-friendly activities available at the ballpark for families.

Potential storylines that may be of interest for you may include:

- The family-friendly game-day activities around the ballpark and how families can make the most out of a trip to Fenway Park. We could host a reporter at the ballpark with their family to experience these activities which include: Wally's Clubhouse, Kid Nation, Autograph Alley, the Sox VR homerun challenge, among others.
- How the Red Sox are bringing the Fenway Park experience out of the stadium and into communities through free family-friendly events. Upcoming events slated for this summer include "Out of the Park," coming to the Boston Common this June, and the Sox Showcase which travels to communities throughout New England.
- The way the Red Sox are developing new ways for students to thrive in math programs through new tools for teachers. Last year, the Red Sox launched "Wally's Math Academy" which creates math exercises and word problems utilizing real-time Sox analytics.
- A behind-the-scenes interview or profile on the Red Sox mascot program featuring Wally and Tessie; and potentially a social media takeover with them on your channels.

Let me know if this sounds of interest and would be a fit for your editorial side. We can coordinate time for you to speak with [REDACTED], [REDACTED]. If there is another way the Red Sox can be a resource for you. I look forward to working with you this season.

Cheers,  
Elie

Hi,

Each season, the Boston Red Sox create unique in-game experiences for kids and families aiming to strengthen the connection to the game for the next generation of fans. I wanted to gauge your interest to see if how families can enhance their Fenway Park experience would be a fit for upcoming editorial.

During game days, the Red Sox offer ample **free** in-game activities for fans of all ages including virtual and augmented reality experiences, pre-game music and autograph sessions, and family-friendly activities throughout the ballpark; including:

- Parents can register their kids for the Red Sox Kid Nation program before the game and score a free ticket for kids 14 and under.
- The Kids Concourse and Wally's Clubhouse provides activities between the third to seventh innings including, games, face painting, caricature artist, beanbag toss, appearances from Wally, and more.
- Sox VR offer a virtual behind-the-scenes experience of Spring Training and World Series parade and celebration, plus an interactive homerun derby challenge; Sox AR offers augmented reality visuals at various locations around the stadium through scannable QR codes and the MLB BallPark App.
- Autograph Alley, inside the Jersey Street Team Store, hosts a former Boston Red Sox player, coach, or personality signing autographs.
- Fans can play Red Sox Bingo through the MLB Ballpark app by filling their Bingo cards based on that game's statistics to receive a Red Sox prizes.
- Attend a game that features a Sox Promo giveaway item or a special themed Game-Day event such as Boston Comic Con, WWE Night or PEANUTS Night.
- First timers at the ballpark and those celebrating birthdays can swing by Fan Services in the Kids Concourse to get a specialized button to commemorate the occasion!

Please let me know if I can share any additional information or imagery and I look forward to connecting with you in hopes of collaborating on this story.

Cheers,  
Elie