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# MAJOR LEAGUE BASEBALL TO HOST FIRST-EVER ALL-STAR CHARITY 5K & FUN RUN TO BENEFIT CANCER CHARITIES



## **100% of Race Related Net Proceeds Will Be Donated to the Prostate Cancer Foundation, Stand Up To Cancer and Susan G. Komen for the Cure**

### **Online Registration at [www.allstargame.com](http://www.allstargame.com) Begins Today**

Major League Baseball today announced the creation of a new All-Star Summer event, the All-Star Charity 5K & Fun Run presented by Sports Authority and Nike, which will take place on Sunday, July 12<sup>th</sup>. The event is part of the 2009 MLB All-Star Summer program dedicated to charitable initiatives and giving back to the community. All race related net proceeds will be donated equally to three charities supporting cancer research and education — the Prostate Cancer Foundation, Stand Up To Cancer and Susan G. Komen for the Cure. Major League Baseball is proud to unite three charities in an unprecedented step in the fight against cancer.

Participants will run and walk on a baseball-themed course featuring appearances by MLB legends and mascots. The course will begin at Busch Stadium, home of the St. Louis Cardinals and host of the 2009 MLB All-Star Game, and will finish at America's Center, home of Major League Baseball All-Star FanFest. The 5K portion of the event, which will be an officially timed event, will begin at 7:30 a.m. CT with the family-friendly 1.1 mile Fun Run starting at 8:00 a.m. CT. All finishers will receive a commemorative All-Star medal and t-shirt. Sign up by May 22 and receive a discounted price of \$25 (adult) and \$20 (children 12 and under) for the 5K and \$15 (adult) and \$10 (children 12 and under) for the Fun Run. Space is limited so participants are encouraged to sign up early. Registration and event information is available at [www.allstargame.com](http://www.allstargame.com). Information will also be available at all nine St. Louis area Sports Authority locations beginning May 18.

"With a commitment to provide money, time and resources to charitable initiatives with all of our major All-Star Summer initiatives, this year's contributions will be the most significant in Major League Baseball All-Star history," said Tim Brosnan, Executive Vice President, Business, Major League Baseball. "This new event will be a great way for our guests and fans to have an authentic All-Star experience while raising money for an important cause."

"We, at the Prostate Cancer Foundation, are pleased to continue growing our 12 year partnership with Major League Baseball," said Dave Perron, Vice President, Baseball and Sports Enterprises, Prostate Cancer Foundation. "This inaugural event is the perfect activity to help us strengthen relationships with the baseball fan while raising important funds in the fight against prostate cancer."

"Major League Baseball was the first donor to Stand Up with us at our launch last year," said Sue Schwartz, founding member of Stand Up To Cancer. "With this year's All-Star Summer program, MLB takes its efforts to an entirely new level, helping change the game for those whose lives are touched by cancer. By engaging fans, Major League Baseball gets the word out in a huge way that each and every one of us can support the

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researchers working on new treatments for patients who desperately need them. We can all play a role in the fight to end cancer.”

“Major League Baseball’s partnership and support over the years has been a vital part in enabling us to move forward in our promise to save lives and end breast cancer forever,” said Katrina McGhee, Vice President, Global Partnerships at Susan G. Komen for the Cure. “With one in eight U.S. women facing a breast cancer diagnosis in her lifetime, events like Major League Baseball’s Charity 5K and Fun Run go a long way in helping to educate women and their families about breast cancer.”

The All-Star Charity 5K and Fun Run presented by Sports Authority and Nike will be joining an All-Star Summer event line-up that focuses on giving back to the community including the MLB All-Star Charity Concert benefiting Stand Up to Cancer; “All-Stars Among Us,” a national campaign that will recognize individuals who have served their communities in extraordinary ways; and in-stadium events highlighted by Gatorade All-Star Workout Day in which nearly \$5 million will be donated to local and national charities through MLB Charities and Cardinals Care. The charity and community service initiatives, which will be themed “Going Beyond,” will be the most extensive in Major League Baseball All-Star history and will complement the celebration of history and traditions of baseball and the St. Louis Cardinals.

### **About 2009 Major League Baseball All-Star Game**

The 80<sup>th</sup> Major League Baseball All-Star Game will be played on Tuesday, July 14<sup>th</sup> in St. Louis and will feature the best of the American League taking on the top players of the National League. Building up to the excitement of the All-Star Game, Major League Baseball will conduct a wide variety of special events and charitable activities for fans both inside and outside of Busch Stadium. At the ballpark, the events will include Taco Bell All-Star Sunday on Sunday, July 12<sup>th</sup> featuring the XM All-Star Futures Game and the Taco Bell All-Star Legends & Celebrity Softball Game, and Gatorade All-Star Workout Day on Monday, July 13<sup>th</sup> featuring the State Farm Home Run Derby. Outside of the ballpark, fans will have an opportunity to experience All-Star Summer through a variety of special events including Major League Baseball All-Star FanFest, the five-day interactive fan festival; the MLB All-Star Charity Concert benefiting Stand Up To Cancer, a free concert for fans under The Gateway Arch; the All-Star Charity 5K & Fun Run presented by Sports Authority and Nike, a charity run on a baseball-themed route to benefit three cancer organizations; and the All-Star Game Red Carpet Show presented by Chevy, a free parade of All-Stars leading into Busch Stadium. The Midsummer Classic will be televised nationally on FOX Sports and will be shown around the world by Major League Baseball International. For more information about 2009 All-Star Summer, visit [www.allstargame.com](http://www.allstargame.com)

[Join the MLB All-Star Charity Fun Run benefiting SU2C](#)

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Contact: Sarah Leer or Dan Queen, Major League Baseball, (212) 931-7878