
MAJOR LEAGUE BASEBALL CELEBRATES COMMUNITY SERVICE AT WORLD SERIES WITH UNPRECEDENTED EVENTS



Games One Through Four to Feature Community Programs that Support Veterans, Giving Back, Cancer Research and Youth Development

Los Angeles, October 26, 2009 - Major League Baseball will celebrate the 2009 World Series by raising awareness for the causes of veterans, giving back, cancer research and youth development as a continuation of its "Going Beyond" initiative.

Games One through Four of the World Series will celebrate Welcome Back Veterans (www.welcomebackveterans.org), community service, Stand Up To Cancer (SU2C) (www.standup2cancer.org), Reviving Baseball in Inner Cities (RBI) presented by KPMG and Boys & Girls Clubs of America, the official charity of Major League Baseball. This marks the first time that the World Series has been dedicated to community service since its inception in 1903.

"Major League Baseball is honored to use the grand stage of the World Series as a platform to raise awareness for these important causes," said Baseball Commissioner Allan H. (Bud) Selig. "With millions of fans watching the World Series, we have the unique opportunity to help support initiatives that make a difference in the lives of others." "

Game One – welcomebackveterans.org

Game One will be dedicated to welcomebackveterans.org, an MLB Charities initiative designed to support returning Iraq and Afghanistan veterans and their families with mental health treatment and job opportunities. MLB has already donated \$10 million to this effort. Recognition for welcomebackveterans.org at the World Series will feature special pre-game ceremonies, a first-pitch by a military veteran, broadcasting of the welcomebackveterans.org public service announcement (PSA) featuring First Lady Michelle Obama and Dr. Jill Biden, wife of Vice President Joe Biden, and a visit to the James J. Peters VA Medical Center. **Game Two – Roberto Clemente Legacy –**

Giving Back & Community Service

The winner of the Roberto Clemente Award presented by Chevy will be announced prior to Game Two of the World Series. Bestowed annually, the Roberto Clemente Award presented by Chevy honors the Major League Baseball player who combines giving back to the community with outstanding skills on the baseball field. In 1973, the Award was named in honor of Clemente, who died on December 31, 1972, during a humanitarian mission. Game Two of the World Series will honor Clemente's generous spirit. Prior to the game, MLB and the New York Yankees will collect donations at all Yankee Stadium gates to raise funds for UNICEF, which is aiding typhoon, tsunami and earthquake victims in the Asia Pacific region. **Game Three – Stand Up To Cancer**

Game Three of the 2009 World Series will support Stand Up To Cancer (SU2C), as MLB will promote the importance of joining the fight against cancer through a number of special activities. Major League Baseball sponsor, MasterCard Worldwide, will donate \$1 million to Stand Up To Cancer the first time a "Hit It Here" sign in the outfield is hit with a home run during Game Three of the World Series. In addition, MasterCard pledged to donate \$1,000 to SU2C for every home run hit throughout the 2009 MLB Postseason. Major League Baseball will broadcast a Stand Up To Cancer PSA in the ballpark, on television, on MLB.com and on MLB Network. Also, MLB executives and SU2C dignitaries will visit patients at the Children's Hospital of Philadelphia. In 2008, Commissioner Selig, on behalf of Major League Baseball, made a commitment to Stand Up To Cancer, an initiative created to raise money to accelerate ground-breaking cancer research. Commissioner Selig announced an initial contribution of \$10 million – making MLB the founding, lead partner for the campaign. **Game Four – RBI Presented by**

KPMG/Boys & Girls Clubs of America

Game Four will be dedicated to youth as MLB celebrates the importance of the Reviving Baseball in Inner Cities (RBI) presented by KPMG program, administered through Boys & Girls Clubs of America. Local young people from both programs will attend a Wanna Play? event and clinic at the Southeast Youth Athletic Association Fields near Citizens Bank Park on the day of Game Four. There will also be a public session of Wanna Play? outside the ballpark as part of the "Phillies Block Party." Wanna Play? is a new, experiential initiative intended to promote baseball and softball participation among young people in underserved communities. Activities available during these events include batting and pitching cages, baserunning contests and demonstrations with current and former players. During an on-field pre-game presentation, KPMG, the presenting sponsor of the RBI program, will be joined by representatives of the championship teams from the 2009 RBI World Series presented by KPMG as they present a \$1 million check in support of the program. RBI presented by KPMG is a program for underserved urban youth designed to increase baseball and softball participation, encourage academic achievement and teach the value of teamwork. KPMG, which became the first presenting sponsor of the RBI program in June 2007, also supports RBI with thousands of volunteers across the country assisting kids both on the field and in the classroom. For the 2009 World Series, a youth a local Boys & Girls Club will deliver the game ball to the mound before each ceremonial first pitch. For more than 13 years as the official charity of Major League Baseball, Boys & Girls Clubs of America (www.bgca.org) has helped kids "Be Great," providing hope and opportunity for those who need it most. Today, more than 4,300 Clubs serve some 4.5 million young people through Club membership and community outreach. MLB and Boys & Girls Clubs of America have worked to improve the lives of children throughout the country and on U.S. military bases worldwide through programs such as RBI and Hank Aaron Chasing the Dream scholarships.

The MLB "Going Beyond" charitable initiatives during the 2009 All-Star Game raised more than \$7 million for local and national charitable organizations. For more information visit www.MLBGoBeyond.com.

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