



HOMESTAND HIGHLIGHTS

St. Louis Cardinals
DEPARTMENT OF COMMUNICATIONS



700 Clark Street • St. Louis, MO • 63102 • 314-345-9904

FOR IMMEDIATE RELEASE

HOMESTAND HIGHLIGHTS (Friday, July 17 – Sunday, July 19, 2015)

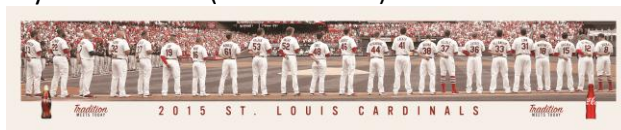
Matt Carpenter Bobblehead, Mizzou Night and a visit from Kurt Warner highlight the seventh homestand of 2015

ST. LOUIS, July 17, 2015– Fresh off the All-Star break, the Cardinals are back at Busch to kick off the second half of the season with a three-game series versus the New York Mets. The homestand is highlighted by three giveaways, including a Cardinals Team Photo Canvas Print, Matt Carpenter Bobblehead and Kurt Warner t-shirt.

Friday, July 17, 2015 — Cardinals vs. New York Mets (7:15 p.m.)

Gates open at 5:15 p.m.

- **Team Photo Canvas Print:** 25,000 ticketed-fans, ages 16 and older, receive a canvas print showing the Cardinals Opening Day lineup, courtesy of Coca-Cola (#CardsPromo).



- **Mizzou Theme Night:** Fans that purchase this special Theme Ticket receive a Mizzou themed Cardinals cap. All fans are invited to join a pregame pep rally at 5:30 in Riverview Corner featuring Truman the Tiger, the Golden Girls, Marching Mizzou and athletes. Tigers quarterback Maty Mauk will be on field for a ceremonial first pitch. For more info, or to purchase tickets, visit cardinals.com/theme (#CardsTheme). Fans must present the special Theme Night voucher in order to receive this promotional item.



- **Cardinals Care Stadium Auction:** Fans have the unique opportunity to bid on exclusive autographed Cardinals memorabilia at the game. The auction is a great way for fans and collectors alike to obtain specialty Cardinals items while helping support the programs that Cardinals Care provides to youth in the community. Auction tables are located at Gate 1, Gate 3, inside the Cardinals Club and Redbird Club.
- **Live Music at Cardinals Nation:** There will be free live music from Sable in the Hall of Fame Club (2nd floor of the Cardinals Nation Restaurant) following the game.

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Saturday, July 18, 2015 — Cardinals vs. New York Mets (6:15 p.m.)

Gates open at 4:15 p.m.

- **Matt Carpenter Bobblehead:** 25,000 ticketed-fans, ages 16 and older, receive a Matt Carpenter Bobblehead, courtesy of AT&T (#CardsPromo).



- **Cardinals Wives 'Grab Bag' Fundraiser for Great Circle:** During the game, the Cardinals Wives will be selling grab bags of autographed baseballs to raise money for Great Circle, a local nonprofit which provides a unique spectrum of behavioral health services to children and families. For \$50, fans can purchase an unlabeled brown paper bag containing one autographed baseball from a current Cardinals player and a card identifying the signature. The Wives will be stationed at various locations throughout the stadium including inside Gate 3, Cardinals Club, Redbird Club and Ford Plaza. General donations are also accepted. Learn more at cardinals.com/wivescare (#CardsWives).
- **MLBPAA Auction:** The Major League Baseball Players Alumni Association will conduct a baseball-themed silent auction inside Gate 1, Gate 3, UMB Champions Club and the Cardinals Club from the time gates open through the fifth inning. All proceeds will benefit Cardinals Care and the Players Alumni Association, a non-profit group that strives to preserve the game of baseball while supporting a variety of charities.
- **Live Music at Cardinals Nation:** There will be free live music from Johnny Chase in the Hall of Fame Club (2nd floor of the Cardinals Nation Restaurant) after the game.

Sunday, July 19, 2015 — Cardinals vs. New York Mets (1:15 p.m.)

Gates open at 11:15 a.m.

- **Kurt Warner V-Neck T-Shirt:** 25,000 ticketed-fans, ages 16 and older, receive a Kurt Warner V-Neck T-shirt (#CardsPromo).



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- **Christian Day at the Ballpark Featuring Kurt Warner:** All fans are invited to participate in the annual “Christian Day at the Ballpark”. Following the game, fans can relocate to seats behind the Cardinals dugout to watch a special postgame program featuring Cardinals players, manager Mike Matheny, and featured speaker Kurt Warner - former Rams quarterback and Superbowl XXXIV MVP. For more information, or to purchase discounted tickets, fans can visit cardinals.com/christianday. Warner will also throw the ceremonial pitch before the game. *MEDIA OPPORTUNITY available upon request: Credentialed media interested in speaking to Kurt Warner at the game should email laweber@cardinals.com prior to Sunday.*
- **Prairie Farms Ice Cream Sunday:** Starting two hours prior to the game, bring the entire family to Ford Plaza for games, prizes and free North Star ice cream (while supplies last).
- **MLBPAA Auction:** The Major League Baseball Players Alumni Association will conduct a baseball-themed silent auction inside Gate 1, Gate 3, UMB Champions Club and the Cardinals Club from the time gates open through the fifth inning. All proceeds will benefit Cardinals Care and the Players Alumni Association, a non-profit group that strives to preserve the game of baseball while supporting a variety of charities.

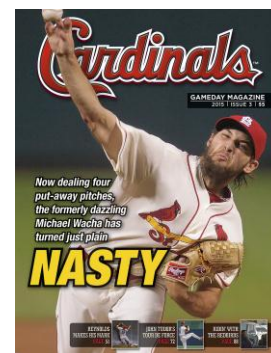
More Homestand Information

Wacha and Tudor Highlight the Latest Edition of Cardinals Magazine

Cardinals fans of all ages will enjoy the tremendous variety inside the latest issue of Cardinals Magazine, now on sale at Busch Stadium. The magazine reveals the story behind Michael Wacha's tremendous start in 2015. Learn how the righthander recovered from a rare shoulder injury last season and has taken his place among the game's upper echelon of pitchers. A collectible poster of No. 52 is also included.

Thirty years ago, another Cards' starter was about to begin one of the most dominant stretches of pitching in baseball history: John Tudor. The lefthander shares insight into his remarkable turnaround after a 1-7 start, thanks to a friend who noticed a delivery flaw on television.

This jam-packed edition includes several exclusive features and departments, including our behind-the-scenes portrayal of a Memphis Redbirds' bus trip, a profile on Rachel Balkovec, the first woman to become a full-time strength and conditioning coach in professional baseball, and photographs of Pete Kozma's recent visit to the Rock 'n Roll Hall of Fame and Museum in Cleveland. And you don't want to miss the latest installments of Matt Carpenter's monthly journal as well as Old School (Randy Choate) vs. New School (Wacha).



Throughout the season, Cardinals Magazine is on sale for just \$5 at Busch Stadium at all gates, the Team Store, and the Cardinals Authentics Shop inside Ballpark Village. It's also available at many area retailers, notably Schnucks, Dierbergs, QT, Walgreens and Cardinals Clubhouse. To order a subscription, visit cardinals.com/magazine or call [314.345.9000](tel:314.345.9000) (#CardsMag).

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Official 2015 Scorecard -- Now Available Online

For the first time, fans can purchase the Official Scorecard online, either individual copies, scorecards by series, or the complete season set. Fans can take home the most buzzed-about scorecard in Major League Baseball featuring the beautiful retro design of illustrator Mike Right, the St. Louis native behind the striking scorecard covers since 2003. Inside, the scorecard also teaches fans how to score the “Cardinal Way”—a storied tradition by club officials that dates back to the 1940s. Scorecards are available at cardinals.com/scorecard. As always, scorecards are available for purchase at every home game inside each stadium gate—or fans can receive one when purchasing a copy of Cardinals Magazine at Busch Stadium.



Cardinals Hall of Fame and Museum

Featuring stadiums, players and championship moments, the Cardinals Museum boasts one of the largest team-specific collections of artifacts and memorabilia in the world. The Museum's seven galleries take fans on a chronological journey through the rich history of the Cardinals, allowing them to learn about the birth of the franchise, relive special memories and interact with great exhibits. The Museum is open daily from 10 a.m. – 8 p.m. On game nights, the Museum will remain open through the 7th inning. Adult admission is \$12, and tickets can be purchased at cardinalsnation.com (#CardsMuseum).

Metal Detectors

One change Cardinals fans will note this season is the installation of walk-through metal detectors at all Busch Stadium gates and entrances, as part of Major League Baseball's implementation of mandatory metal detection screening of all guests at all MLB ballparks in 2015. Please see below for some helpful tips to ensure a smooth entry process for fans at Busch Stadium this season:

- **Allow more time** – Stadium entry may take longer than in previous years. Please try to arrive earlier than normal to ensure you're in the ballpark in plenty of time.
- **Be prepared for gate inspections** – Entering with fewer items and having bags ready for inspection will speed up the process. Busch Stadium walk-through metal detectors are not as sensitive as TSA detectors at airports. Fans do not need to remove belt and shoes, but will need to remove large metal objects from pockets such as cell phones, keys, and glasses. Please inform gate staff of pacemakers or artificial joints that may set off the detectors. Have game tickets ready for ushers to scan. Fans can also visit [this link](#) for a refresher on which items are allowed into the ballpark.
- **Best gates to use** – Fans who park on North or East sides of Busch Stadium are encouraged to enter at Gates 1 or 6, as these gates typically have shorter entry lines.

Cardinals Authentics

New this season, the Cardinals Authentics Shop – the official source of game-used and autographed collectibles and memorabilia directly from the club – will have game-used bases and baseballs available for purchase before the end of the game. All season long, fans will be able to take a piece of the game directly from the field to their home, all in one visit. For more information on Cardinals Authentics, and their two locations (inside Ford Plaza and at Cardinals Nation inside Ballpark Village), visit cardinals.com/authentics (#CardsAuthentics).

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Cardinals Nation Restaurant and Bar

Open daily, Cardinals Nation is the year-round home to Cardinals fans offering a variety of weekly programming and special events. This season, fans won't want to miss the following highlights:

- GW Grill on Clark Street featuring St. Louis' own G&W Bratwursts and Hot Dogs on game days.
- Game-day buffet at the Hall of Fame Club (2nd floor)
- Homerun Brunch every non-home game Sunday
- Keep the Cup promotion on game days with 3 limited edition cups this season
- Free live music after weekend home games
- And much more! Visit cardinalsnation.com for details.

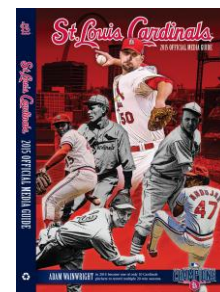
Cardinals in the Community

Cardinals Care (#CardsCare) was established to give fans a way of teaming up with Cardinals players and the organization to help children in our community - both on and off the baseball field. Since it was established in 1997, Cardinals Care has distributed nearly \$21 million to support St. Louis area non-profit youth organizations and built 21 youth ball fields in local under-resourced neighborhoods. 2015 marks the 12th year of Cardinals Care's innovative Redbird Rookies program, a free baseball league for kids who otherwise might not have the opportunity to play. In addition to providing all the uniforms, gloves, bats, balls and other equipment needed for each team, Redbird Rookies also provides extensive off-field support in the areas of health, education, mentoring and the cultural arts for each of the nearly 4,500 kids who participate in the program each year. Fans can support Cardinals Care by donating directly at cardinals.com/community or in a variety of ways:

- **Cardinals Care 50/50 Raffle:** Each Friday through Sunday during the homestand, fans, ages 18 and older, may play the Cardinals Care 50/50 Raffle by going to any of the six ticket kiosk locations throughout the stadium from the time gates open until the middle of the 7th inning. One lucky fan will receive 50 percent of the gross proceeds from the game's raffle ticket donations, and the other half will benefit Cardinals Care, the team's charitable foundation that helps children. For more info and kiosk locations, visit cardinals.com/5050 (#Raffle4Kids).
- **Cardinals Care 6K and One Mile Fun Run:** Registration is now open for the sixth annual Cardinals Care 6K and One Mile Fun Run set for Sunday, September 13th. Those interested in participating are encouraged to learn more and register at cardinals.com/6k (#CardsCare6K).

St. Louis Cardinals Official 2015 Media Guide

Typically available only to sportswriters, broadcasters, baseball executives and scouts, the Cardinals annual media guide is the ultimate insider's resource. The Cardinals 2015 Media Guide can be purchased for \$20 at cardinals.com/mediaguide, at the Team Store inside Busch Stadium, at each gate where scorecards are sold, at the Cardinals Authentics Shop in Cardinals Nation at Ballpark Village, and by phone at 314.345.9000.



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Cardinals Social Media

Join the Cardinals throughout the season on a variety of social media platforms including Twitter ([@Cardinals](#)), Facebook ([facebook.com/cardinals](#)), Instagram ([Cardinals](#)), Pinterest ([pinterest.com/cardinalsmlb](#)), Tumblr ([stlcardinals](#)) and Google + ([St. Louis Cardinals](#)). Fans will get an inside look at the team, exclusive promotions and giveaways, breaking club news, behind-the-scenes photos, videos and much more. For more info, and a list of verified player twitter accounts, visit [cardinals.com/connect](#). Join the conversation using #STLCards.

Facebook Fridays with Fredbird: Every Friday, Fredbird and Team Fredbird will appear somewhere within Cardinal Nation to give away a select number of free tickets or items to lucky fans on a first come, first serve basis. Be sure to join the fun. To find out where Fredbird will be each week follow us on Facebook at [facebook.com/cardinals](#) and on Twitter [@Cardinals](#), or visit [cardinals.com/facebookfridays](#) for more details (#Fredbird).

Fans Encouraged to Post #LoveRed2 Video Messages to Social Media to Honor Red Schoendienst

Throughout the 2015 season, the St. Louis Cardinals are encouraging fans to join the team in celebrating Red Schoendienst's 70th anniversary in baseball by taping a personal video message to Red congratulating him. Fans are encouraged to post their video message to their favorite social media platform (ex. Twitter, Facebook, Instagram, YouTube, Vine etc.) with the hashtag #LoveRed2. For more information, visit [cardinals.com/lovedred2](#).



Fan-Friendly Values

- **Dynamic Deals of the Week:** The Cardinals' value-based dynamic pricing system allows them to offer outstanding ticket savings to fans throughout the season. Special values will be highlighted each Monday as part of the "Dynamic Deals of the Week" promotion. Fans can sign up to receive weekly Dynamic Deal emails at [cardinals.com](#).
- **KMOX 1120 First Pitch Tickets:** The Cardinals are pleased to team up with KMOX 1120 to offer the KMOX 1120 First Pitch Tickets. At 9 a.m. on the day of each game, fans may purchase a voucher good for two tickets to that day's game for a total cost of \$11.20 (\$5.60 per ticket). The voucher may be redeemed for tickets 15 minutes before the scheduled start of the game. The tickets may be anywhere in the park, depending on availability.

For more information on Cardinals promotions and scheduled events visit [cardinals.com/promotions](#) and [cardinals.com/theme](#).

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Ballpark Village

- Ballpark Village – home of the official Cardinals Away Game Watch Parties – replicates the game-day excitement of Busch Stadium for fans while the team is on the road. This season, Ballpark Village is offering fans an array of premium promotional giveaways and FREE PARKING (with validation) during select away games. Simply head down to Ballpark Village one hour prior to game time to grab the featured item. Upcoming items include Grill Apron (August 6), Teddy Bear (August 9). For complete baseball season event details, visit stlballparkvillage.com.

Media Information

Media looking for more information may contact the Cardinals Communications Department directly at 314.345.9904. Media can find helpful information about covering the team, including how to apply for credentials, sign up to receive team news releases and gain access to the team's digital newsroom at cardinals.com/communications.

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To download high resolution images of the pictured items, [click here](#).