



## **CLUB ACTIVATION EXAMPLES – NEGRO LEAGUES 100<sup>TH</sup> ANNIVERSARY**

- ❖ **Arizona Diamondbacks** – On Sunday, August 16<sup>th</sup>, the D-backs will highlight the Negro Leagues career of the late Joe Black, an early employee of the franchise whose daughter will appear on the FOX Sports Arizona pregame show on Sunday. Behind home plate will be cardboard cutouts featuring youngsters from the D-backs RBI program, including several wearing t-shirts featuring the hashtag #TheyPlayedForUs, with some of those RBI youths taking part in a virtual first pitch. During pregame ceremonies, the team will share a video regarding the Negro Leagues while players take a moment to “tip their cap” to those who came before them.
  
- ❖ **Baltimore Orioles** – The Orioles will begin their celebration on Sunday with a 22-minute interview between Negro Leagues Baseball Museum President Bob Kendrick and MASN broadcaster Rob Long, as the pair discuss the historical significance of the Negro Leagues to the game of baseball and the Baltimore community. The interview will air on MASN at 12:00 p.m. ET and be available across Orioles social media platforms. The Club will also connect the legacy of the Negro Leagues with present day organizations that serve their communities by honoring James Mosher Baseball President William Neal and coach Walt Douglass with the Birdland Community Heroes award. James Mosher Baseball is believed to be the oldest continuously operating African American youth baseball league in the country, located in Baltimore, Md. The team will also honor the Negro Leagues and its celebrated history in a variety of ways during Sunday’s game against the Washington Nationals at Oriole Park beginning at 1:05 p.m.
  - **Virtual First Pitch:** Ray Banks, co-founder of the Hubert V. Simmons Negro League Baseball Museum will throw out the virtual first pitch, which will be aired on the MASN O’s Xtra pregame show prior to Sunday’s game. The museum, formerly known as the Negro Leagues Baseball Museum of Maryland, was founded in 2009 by Banks and former Negro League Baseball player Hubert V. "Bert" Simmons. Located in the Owings Mills Branch of the Baltimore County Public Library, the museum administers projects designed to educate, advocate, and generate wide-spread interest surrounding the Negro Leagues, and create an awareness of the league’s cultural, social, and economical impact.
  - **Broadcasters Tip Their Cap:** MASN and Orioles Radio Network announcers will showcase Baltimore Elite Giants caps during Sunday’s broadcasts, tipping their caps to introduce the anniversary celebration. The Elite Giants were one of two Negro League teams to play for the city of Baltimore, calling the city home for 13 seasons from 1938-1950. Throughout the entire season, Major League players, coaches, broadcasters, and several celebrities have participated in the museum’s Tip Your Cap gesture in commemoration of the 100th anniversary of the formation of the Negro Leagues.
  - **Eddie Murray Joins MASN Broadcast:** National Baseball Hall of Famer and Orioles Legend Eddie Murray will call into the MASN broadcast during the fourth inning of Sunday’s game to discuss the importance of the Negro Leagues.



- ❖ **Chicago White Sox** – In celebration of the great players who helped pave the way for African-American players in the game, the White Sox will share a guided video tour of Chicago locations that were important to the Negro Leagues, with the help of Larry Lester, historian and co-founder of the Negro Leagues Baseball Museum. The team also will remember iconic Negro Leaguers, including Andrew “Rube” Foster, Minnie Miñoso, Ted “Double Duty” Radcliffe and Jackie Robinson, displaying commemorative cutouts of the men in the seats on Sunday, August 16. In a fitting tip of the cap to the Negro Leagues, the Amateur City Elite (ACE) – a travel baseball program created by the White Sox in 2007 to help reverse the decline of African-American participation in baseball and help inner city youth succeed in life through baseball – will hold safe, socially-distanced tryouts on the 16<sup>th</sup>. To date, 217 young men have earned collegiate scholarships through ACE and 26 ACE alumni have been selected in the draft. Finally, fans will have the opportunity to learn more about the Negro Leagues and Robinson through a specially curated playlist of featured content on the White Sox YouTube channel. The White Sox also will announce a Game Changers virtual event that will reflect on the lasting impact of the Negro Leagues, which will be held on September 17<sup>th</sup> – Andrew “Rube” Foster’s birthday.
  
- ❖ **Cincinnati Reds** – As part of this year’s 100<sup>th</sup> anniversary celebration of the founding of the Negro Leagues, the Reds will join Major League Baseball to honor the centennial on Sunday, August 16 when the Reds play the Pittsburgh Pirates at 1:10 p.m. Newly placed Reds Fan Cutouts of former Reds players and members of the Cincinnati Tigers Negro League team will be featured in the seats at Great American Ball Park. As a part of MLB’s Summer Slugger program, kids and students can learn about the Cincinnati Tigers and the Negro Leagues at [summerslugger.com](http://summerslugger.com). At the Reds Hall of Fame & Museum presented by Dinsmore, fans can visit a special exhibition during its final week on loan from the Negro Leagues Baseball Museum. *Shades of Greatness* opened in February and is the first collaborative art exhibition inspired by the history of Negro Leagues Baseball. The last chance for fans to see the exhibition is this Sunday, August 16<sup>th</sup>.
  
- ❖ **Detroit Tigers** – The Detroit Tigers will virtually hold the club’s annual “Passing of the Bat” ceremony with Werner Blakely, Jr., a native Detroiter who was selected by the Angels in 2020 Draft. Fans will be able to view digital baseball cards of Negro League players and kids will learn about the Negro Leagues, Detroit Stars, Hamtramck Stadium and the Willie Horton African American Legacy Award. This special Sunday Kid’s Day will also include themed activities and videos, all of which can be found on [Tigers.com](http://Tigers.com) starting on August 16<sup>th</sup>. In a special contest, Tigers shortstop **Niko Goodrum** will teach students about the history of the Detroit Stars and Norman “Turkey” Stearnes, followed by students researching and then submitting a video with a favorite fact that they learned about Stearnes. A winner will be announced following the submission period. The Detroit Tigers Foundation will re-name a Tiny Tigers team the “Detroit Stars” for their 2020 season. A conversation with Willie Horton African American Legacy Award winners: Torii Hunter, Craig Monroe, Jake Wood, Lou Whitaker, Chet Lemon and Gary Sheffield will live stream at 5:00pm Friday, August 14 on Facebook, Tigers.com and Tigers YouTube, and then will be available in its entirety immediately following the stream on Tigers YouTube. There will be a jersey reveal event at Detroit PAL on Saturday, August 15<sup>th</sup> from 10am to 12pm and conclude with a mini skills challenge/scrimmage. On Sunday, August 16<sup>th</sup> there will be a screening of the Tigers vs. Indians game at 1 pm at the Chevy Plaza, located at Little Caesars Arena, and after the game, there will be a special screening of “*The Bingo Long Traveling All-Stars & Motor Kings*.”



- ❖ **Kansas City Royals** – The Royals are celebrating the 100<sup>th</sup> Anniversary of the Negro Leagues throughout 2020. Royals Charities created a special Buck O’Neil Singing Bobblehead to benefit the Negro Leagues Baseball Museum. This bobblehead captures O’Neil as the Manager of the 1953 Kansas City Monarchs, the year the team won the American Negro League title. Highlighting his heartfelt passion for baseball, the bobblehead plays Buck’s classic rendition of *"Take Me Out To The Ballgame."* A limited quantity of the collectible bobbleheads will be available for purchase at [royals.com/buckbobble](http://royals.com/buckbobble) and at the Royals Team Store located at Kauffman Stadium. A FanBassador cutout photo of O’Neil is seated in the Buck O’Neil Legacy Seat throughout the 2020 season, as community leaders are honored virtually during every home game through the 14<sup>th</sup> year of the program. Earlier this summer, all players from the Royals 2020 Draft & Sign Class, as well as several Royals players, including Nick Heath and Bobby Witt Jr., toured the NLBM with museum President Bob Kendrick. On Sunday, an interview with Kendrick, will appear during the Fox Sports Kansas City Royals Live pregame show on Sunday. Additional coverage will occur on Royals social media channels, and television and radio broadcasts throughout the day.
  
- ❖ **Los Angeles Dodgers** – Today, August 13<sup>th</sup>, the Dodgers and the Los Angeles Dodgers Foundation (LADF) are hosting a virtual forum in celebration of the 100<sup>th</sup> anniversary of the Negro Leagues featuring Dodger manager Dave Roberts and former Dodger and current broadcaster Jerry Hairston Jr., whose grandfather played in the Negro Leagues. The virtual program will be attended by hundreds participants from the Inglewood Baseball Fund, Dodgers Community partner organizations, LADF grantee organizations, Dodgers RBI, and Dodgers Dreamfields partners. Participants will also hear from Dodgers executives and will be given an overview and history of the Negro Leagues by Dodger Team Historian Mark Langill and Larry Lester – baseball author, historian, statistical researcher, and lecturer and current chairman of the Society for American Baseball Research’s Negro League’s Committee. Langill will lead a panel discussion with Roberts and Hairston, who discussed how the Negro Leagues impacted their respective careers. Following the panel Roberts and Hairston will answer questions from youth players and other participants in a Q&A session.
  
- ❖ **Miami Marlins** – The Miami Marlins will celebrate the 100<sup>th</sup> anniversary of the founding of the Negro Leagues on Sunday, August 16, along with hosting a special pregame event honoring South Florida Black History. The Marlins will wear throwback uniforms of the Miami Giants for Sunday’s 1:10 p.m. game vs. the Atlanta Braves. The Miami Giants were a semipro baseball team in the 1930’s, calling Dorsey Park their home. The Giants faced many of the biggest stars of the Negro Leagues, including Hall of Fame pitcher Satchel Paige. Joining the celebration on Sunday will be Robert Paige, son of Satchel Paige, who will throw out the virtual ceremonial first pitch, and Julian Syphax, a 93-year-old American hero and South Florida resident who will make the ceremonial “play ball” announcement. Additionally, the Florida Memorial University choir will sing the national anthem. Prior to the game, fans are invited to join a special pregame live stream as the Marlins host South Florida Black History Celebration. Programming will begin at 12 p.m. and feature important conversations with prominent figures within the South Florida Black community and highlight several minority owned businesses. The pregame live stream will also include look-ins at Marlins Park, virtual fan experiences, and more. Fans can pre-register now at [www.Marlins.com/Events](http://www.Marlins.com/Events) and receive Home Run Rewards bonus points.



- ❖ **Minnesota Twins** – The Twins will utilize their broadcasts and digital platforms to celebrate the 100<sup>th</sup> anniversary of the founding of the Negro Leagues, while supplementing those efforts with in-ballpark elements during their Sunday, August 16<sup>th</sup> home game against the Kansas City Royals. In partnership with FOX Sports North, the August 16<sup>th</sup> game telecast will include a never-before-aired segment on St. Paul, Minnesota native Toni Stone, who became the first woman ever to play big league professional baseball when she took the field as a second baseman for the Negro Leagues’ Indianapolis Clowns in 1953. The FS North broadcast will also feature a conversation with LaTroy Hawkins, as the 21-year Major League veteran and current club executive discusses the meaning of the centennial celebration and the importance of the Negro Leagues’ legacy for the Twins and MLB. On the radio side, the Treasure Island Baseball Network will feature an interview between broadcaster Dan Gladden and Negro Leagues Baseball Museum President Bob Kendrick. In the ballpark, the “Twins Legends” big head cutouts, and players seated in the extended dugouts, will be joined by the likenesses of Negro League players such as Stone, Connie Morgan and Mamie “Peanut” Johnson (the three women to play in the Negro Leagues), along with Buck O’Neil, Joe Black, Hank Aaron, Willie Mays and others. The Target Field videoboard will show one MLB Network video per inning showcasing the players and legacy of the Negro Leagues. Additionally, the Twins’ social platforms will feature content throughout the day with the hashtag #NegroLeagues100. Lastly, the Twins’ scheduled gate giveaway of a hat commemorating the St. Paul Gophers – a barnstorming team founded in 1907 that had considerable impact on the desegregation of baseball – will be postponed until 2021.
- ❖ **Philadelphia Phillies** – On Sunday, August 16<sup>th</sup>, the Phillies will join Major League Baseball to celebrate the 100<sup>th</sup> anniversary of the founding of the Negro Leagues before and during that day’s 1:05 p.m. game against the New York Mets at Citizens Bank Park. The centennial commemoration will also pay homage to the legacy of the Philadelphia Stars Negro League baseball team and include a lineup of events both on and off the field. To lead off the celebration, the Philadelphia Stars will be front and center at Sunday’s game, where they will be honored with the best seats in the house. Players from this era will be featured as Phillies game faces, where their cardboard replicas will be placed in seats directly behind home plate, giving these legends a much-deserved nod throughout the game. The Phillies will also be tipping their caps to #NegroLeagues100 on social media with the debut of [They Said They Couldn’t Play](#), an oral history of the Philadelphia Stars, on their YouTube channel. This 75-minute documentary captures an important era in baseball and features what life was like in America’s segregated Negro Leagues, as told by exclusive interviews with the former Philadelphia Stars players. Narrated by former slugger Ryan Howard, the film originally made its debut in 2016 on DVD. Other highlights include a special pregame edition of [Behind the Pinstripes](#), which will include a feature story about the making of *They Said They Couldn’t Play* with Dan Stephenson, the Phillies’ Emmy Award-winning videographer who produced and wrote this historical documentary. The Phillies are also inviting kids to learn about the Negro Leagues by taking part in a Negro Leagues 100<sup>th</sup> Anniversary Challenge, available through MLB’s free [Summer Slugger program](#), an engaging learning experience for children during the summer months.



- ❖ **Pittsburgh Pirates** – The Pittsburgh Pirates will work with the Club’s partner AT&T SportsNet on special segments throughout the day’s broadcast to promote the history of Negro Leagues Baseball in Pittsburgh. Segments include guests such as Sean Gibson, the grandson of former Negro League great Josh Gibson, to discuss the Josh Gibson Foundation; and Dr. Samuel Black, Director of African American Programming at the Senator John Heinz History Center. In addition, the Pirates will utilize the team’s social media platforms to promote their Long Live Their Legacy series, a Pirates initiative documenting the history of the Negro League and the connection to Pittsburgh. Earlier this year to commemorate the centennial of the Negro League, the Pirates partnered with the Josh Gibson Foundation, Carnegie Museum of Art’s Teenie Harris Archives, and the Heinz History Center to host an engaging panel discussion featuring Pirates alumni and community partners.
  
- ❖ **San Francisco Giants** – As part of the Club’s celebration of the 100<sup>th</sup> anniversary of the Negro Leagues, we will feature Public Address Announcer Renel Brooks-Moon discussing her connection to the Negro Leagues and the importance of the Negro Leagues to baseball history as a reflection from her visit to the Negro Leagues Baseball Museum. The Giants will celebrate key figures of the Negro Leagues across our social platforms and television and radio broadcasts, including tributes to Willie Mays, Monte Irvin and Toni Stone. There will also be a performance in park of Lift Every Voice and Sing.
  
- ❖ **Seattle Mariners** – Mariners On BASE (Baseball and Softball Everywhere) is the Seattle Mariners youth baseball and softball initiative that is designed to make sports more equitable and accessible for all young athletes regardless of any barriers they may face. On Sunday, August 16<sup>th</sup> as part of the 100<sup>th</sup> Anniversary of the Negro Leagues celebration, the Mariners will be opening up the application process for the recently announced On BASE Hometown Nine community program. The program, which was created with the encouragement and input of current Mariners players, commits to help kids from underserved communities of color who want to play baseball and softball from eighth grade through their senior year in high school. Each year, the Mariners will add incoming students to the cohort, with an overall five-year commitment to each individual. In addition to paying all fees associated with travel, training and equipment, the Mariners will provide mentorship for the students with Mariners players and Front Office staff to assist with academic, professional and social support to help them succeed on the field and in the classroom.
  
- ❖ **St. Louis Cardinals** – The St. Louis Cardinals are proud to join MLB in celebrating the 100<sup>th</sup> Anniversary of the Negro Leagues. The team recently donated \$1 million towards the renovation of Stars Park at Harris-Stowe State University. Stars Park served as the home field to the St Louis Star of the National Negro League from 1922-1931. Negro League championships were played at Stars Park in 1924, 1928, 1930 and 1931, with the home team winning three out of the four. Three National Baseball Hall of Famers including, James "Cool Papa" Bell, Willie "El Diablo" Wells, and George "Mule" Suttles, called Stars Park their home field. Additionally, the team has created the Negro League 100<sup>th</sup> Anniversary challenge through MLB’s free Summer Slugger program that focuses on Cool Papa Bell. The Cardinals will also join the celebration on social media.



- ❖ **Washington Nationals** – Earlier in the year, the Washington Nationals created a series of short videos highlighting local Negro Leagues players. The videos shared statistics and insights into players such as Ray Brown, James “Cool Papa” Bell, and Buck Leonard. This week, the Nationals will be sharing a new video featuring Sean Gibson talking about the achievements of his great-grandfather, Negro League star Josh Gibson. In addition to the interview with Sean Gibson, the Nationals have produced a video narrated by James Brown which honors all of the Washington Grays players whose names are featured at Nationals Park behind home plate. The success of the Grays franchise is a key, yet sometimes forgotten, element of D.C. baseball history. Both of these pieces will be shared on Nationals social media channels, as part of the recognition of the 100<sup>th</sup> Anniversary of the Negro Leagues on Sunday, August 16<sup>th</sup>. In addition, Nationals players, coaches, and alumni players have shown their support for the national “Tipping Your Cap” campaign, which recognizes the achievements of the Negro Leagues and supports the Negro Leagues Baseball Museum. A compilation of these video messages will be featured on Sunday, as well. Outside of the ballpark, the Nationals are working with 29 youth baseball leagues in the area to promote a discussion of the history of the Negro Leagues among more than 20,000 youth who participate in the Nationals’ Team UP program. Leadership of the leagues were provided a brief lesson plan and joined a lecture by a Black Studies scholar. They were encouraged to gather their players virtually and discuss the lessons to be learned from the quest to integrate professional baseball, paying close attention to how race relations and social equity are unfolding in the country today.