



## **Lou Gehrig Day – CLUB EXAMPLES**

### **New York Yankees**

To commemorate Lou Gehrig Day and the Iron Horse's profound impact on the world, the Yankees will have the following activations:

The Yankees will be hosting a number of individuals living with ALS along with hundreds of family members and friends of those affected by the disease. Those in attendance will also include family and friends of **Pat Quinn**, who was a co-founder of the ALS Ice Bucket Challenge and a dear friend to so many involved in Major League Baseball.

A pregame ceremony on Thursday will highlight organizations contributing to the fight, including **PALS (Persons with ALS)**, **The ALS Association Greater New York Chapter** and **ALS Ride for Life**. Among those participating in the on-field ceremony will be **Kristen Cocoman, President and CEO of the ALS Association Greater New York Chapter** and renowned painter and philanthropist **Maria Cooper Janis**, daughter of actor Gary Cooper, who portrayed Lou Gehrig in "Pride of the Yankees."

Ms. Cooper Janis has maintained a lifelong commitment to ALS research and awareness. On the field on Thursday, she will be presenting one of her paintings to the ALS Association Greater New York Chapter. This painting will be part of a larger auction of her works taking place later this year to benefit the organization. All of her donated works will be on display later this season at Yankee Stadium with 100% of net proceeds from the auction going to the organization. Additionally, Ms. Cooper Janis will also throw out Thursday's ceremonial first pitch.

### **Atlanta Braves**

The Atlanta Braves will celebrate Lou Gehrig Day presented by Northside Hospital at Truist Park on Tuesday, June 7. The Braves are offering a Lou Gehrig Day ticket package, available at [Braves.com/ALS](https://braves.com/ALS). \$4 from each ticket purchased through the package will be donated to ALS Association Georgia Chapter, and purchasers will receive an 8x10 print of Lou Gehrig from Art of Words. Proceeds from the Atlanta Braves Foundation 50/50 Raffle on June 7 will also benefit ALS Association Georgia Chapter, and the Braves will host families selected by ALS Association Georgia Chapter in the Community Clubhouse. Atlanta native **John Driskell Hopkins**, a founding member of Zac Brown Band who was recently diagnosed with ALS, will throw out the ceremonial first pitch.

## **Baltimore Orioles**

The Orioles will join Major League Baseball in celebrating the life and legacy of Lou Gehrig. In addition to standard league-wide elements, specialty Lou Gehrig stamped baseballs signed by current Orioles players will be available for purchase at [Orioles.com/Auction](https://orioles.com/auction) from June 6 at 5:00 p.m. to June 12 at 10:00 p.m. All proceeds will benefit I Am ALS. I Am ALS is a local organization, founded by ALS patient Brian Wallach and his wife, Sandra Abrevaya, focused on revolutionizing how we cure ALS by empowering and mobilizing patients, engaging with policy-makers, and offering vital resources for people impacted by ALS. **Hayden Poole**, the son of former O's reliever **Jim Poole**, will throw out the ceremonial first pitch prior to the game. Jim Poole, a member of the Orioles from 1992-1994, was diagnosed with ALS on June 15, 2021. **Matt Kurkjian**, brother of ESPN television personality and Maryland-native **Tim Kurkjian**, will deliver the lineup card to home plate prior to the game. Matt is a current ALS patient. I Am ALS, The Brigrance Brigade, and the ALS Association will each host a community booth along Eutaw St. prior the game, with Orioles also donating tickets to each organization.

## **Boston Red Sox**

The Red Sox will celebrate Lou Gehrig Day on June 1 at Fenway Park and honor individuals with ALS, their families, and non-profit organizations dedicated to research, therapy, and care of those affected by the neurological disease. The ceremonial first pitch before the game will be thrown by Len Sansoucy, an ALS patient of the non-profit Compassionate Care ALS, an organization that provides ALS services that are not covered by insurance. In addition to Compassionate Care ALS, other non-profits featured during the pregame ceremony will include, the ALS Association, Muscular Dystrophy Association, ALS Therapy Development Institute, ALS One, and Healy Center. The family of former Boston College baseball captain Pete Frates will deliver the game ball to the mound. In April, the Red Sox hosted a Boston College ALS Awareness Game at Fenway Park. The annual game has been played in honor of Pete Frates since his ALS diagnosed in 2012. This year marked its third time being played at Fenway Park. Frates passed away in 2019 at the age of 34.

## **Chicago Cubs**

Brian Wallach and Steve Gleason and family will be throwing ceremonial first pitches ahead of the start of the game and Steve Gleason will lead off the game with "Play Ball" Fans sitting in the Budweiser Bleachers for the June 2 game will receive a custom T-shirt created by Obvious Shirts that brings awareness to the fight against ALS. The promotion is limited to the first 5,000 early arriving fans which can be redeemed upon arrival at the Budweiser Bleacher Gate at Wrigley Field. The Cubs will host five local ALS organizations at the ballpark including I AM ALS, Project Main St., Team Gleason, The ALS Association Greater Chicago Chapter and the Les Turner ALS Foundation. Staff from Les Turner ALS Foundation will speak to Cubs gameday associates prior to gates opening, offering best practices for how ballpark staff can best serve guests with ALS. Participating organizations will be recognized on the Wrigley Field video board. The Cubs Charities 50/50 Raffle will have a special \$20,000 guaranteed jackpot presented by Sloan. On June 2 only, fans in Illinois can purchase Cubs Charities 50/50 Raffle tickets online at [www.cubs.com/raffle](https://www.cubs.com/raffle) starting at 11 a.m. CDT until the end of the game or Cubs Charities 50/50 Raffle tickets can be purchased from a Raffle Ambassador at Wrigley Field when gates open until the bottom of the eighth inning. One lucky winner will take home a minimum of \$10,000 while the other half will benefit five ALS charities. Fans attending the June 2 game also are encouraged to stop by the Sloan Soaker pregame at Gallagher Way for a chance to "soak" Marquee Sports Network talent including Ryan Dempster and Taylor McGregor.. Proceeds from the Sloan Soaker will be added to the Cubs Charities 50/50 Raffle jackpot total for the June 2 game benefiting various ALS charities. In 2021, the Cubs Charities 50/50 Raffle proceeds plus net proceeds from the Cubs Authentics auction generated over \$100K which was donated to various ALS organizations.

## **Chicago White Sox**

The White Sox will recognize Lou Gehrig Day on Sunday, June 26. Pitcher Liam Hendriks and his wife Kristi, with help from the Les Turner Foundation and Phi Delta Theta fraternity, will surprise a local family directly impacted by ALS with a Permobil wheelchair during a special pregame ceremony. The Club also donated more than 150 game tickets for the ALS Association – Greater Chicago Chapter, the Les Turner ALS Foundation, the LiveLikeLou Foundation, the Muscular Dystrophy Association and supporters of the Permobil Foundation, including Lou Gehrig Day baseballs autographed by José Abreu for gifting and fundraising purposes and a discounted ticket offer for the organizations' constituents. On June 4, the White Sox Volunteer Corps, presented by Blue Cross and Blue Shield of Illinois, will assist at the ALS Association's Chicago Walk to Defeat ALS, marching alongside community members to raise funds and awareness toward a cure.

## **Cincinnati Reds**

Video vignettes of each of the five previous *Lou Gehrig Memorial Award* winners representing the Reds will be played during inning breaks: Joey Votto (2017), Danny Graves (2002), Barry Larkin (1994), Johnny Bench (1975) and Pete Rose (1969). Following are the ALS Organizations that the Reds will be working with and supporting in connection to Lou Gehrig Day:

- ❖ ALS Association – <https://www.als.org/central-southern-ohio>
- ❖ MDA – [www.mda.org](http://www.mda.org)
- ❖ I am ALS – <https://iamals.org/>
- ❖ Lou Gehrig Memorial Award – created by Phi Delta Theta <https://phideltatheta.org/>

## **Cleveland Guardians**

The Guardians will be honoring Lou Gehrig Day on Monday, June 6 vs. TEX. Families associated with the local ALS chapter & MDA will be on hand for ceremonial first pitches, Play Ball experience and an in-game interview. Special Lou Gehrig baseballs signed by INF Owen Miller will be distributed to ALS & MDA for fundraising support. Bally Sports Great Lakes is producing a story on former Cleveland reliever Jim Poole who is dealing with the disease currently that will air pregame on June 6 and run during pregame ceremonies at Progressive Field.

## **Colorado Rockies**

On June 2<sup>nd</sup>, the Rockies will host the Striegnitz Family, a family affected by ALS, as well as a representative from the ALS Association. This will include an on-field pregame ceremony. The Hilliard family will also be in attendance during the pregame ceremony. In addition, the Rockies have provided 100 tickets to the ALS Association to bring other clients and their families to Coors Field that day.

## **Kansas City Royals**

The Kansas City Royals will feature a game ball delivery with the ALS Association – Mid America, which will be featured in ballpark throughout the game. Additionally during pregame, the Royals will honor Salvador Perez, who was named the recipient of the Lou Gehrig Memorial Award by Phi Delta Theta. During an inning break of the game, Phi Delta Theta will partner with Permobil to present a Royals fan with ALS with a brand-new, customized automatic wheelchair.

## **Los Angeles Dodgers**

First Pitch: "Anthony Carbahal" will be throwing the first pitch electronically from his chair. He is an ALS patient himself, before being diagnosed he was his mother's caregiver. His mother also was diagnosed with ALS. Since 2017, he has personally raised 4 million dollars for ALS research through the "Ice Bucket Challenge."

Community Hero Award: Teresa Thurtle, is the Dodgers' special guest, presenting her with a "Community Hero" award as well as a \$2,500 check to her nonprofit, "Bottom's Up" Teresa has been an advocate for ALS patients, and families since she was a teenage girl. ALS runs in her family, her grandmother and father both passed from ALS. Teresa and her brother both carry the ALS gene, so it is possible she can be diagnosed with ALS in her lifetime. She is also a medically retired veteran, who advocates for military families undergoing ALS therapy.

Community Spotlight: The Dodgers will have several organizations attend their game, with plans for special acknowledgement, including the following:

- ❖ Augie's Quest
- ❖ Bottom's Up Non-Profit Organization
- ❖ ALS Therapy Development Institute
- ❖ ALS Association Golden West Chapter

## **Miami Marlins**

The Marlins will be hosting patients and their families to the game, including batting practice and recognizing them during pregame. The club also will provide a Permobil wheelchair to a Marlins fan with ALS in need. The Marlins will acknowledge the great work of The ALS Center at UM during their Marlins Impact Moment feature on their video board during the end of the 4<sup>th</sup> Inning break. The Marlins and the Dan LeBatard Show will partner on an awareness campaign/telethon. A ticket link for IAMALS will be promoted and a number of personalities will be at the game that night for a meet & greet with fans.

## **Milwaukee Brewers**

Here is how the Milwaukee Brewers will celebrate Lou Gehrig Day:

- ❖ Hosting ALS Wisconsin annual tailgate for families and supporters to get together and bring more awareness to ALS.
- ❖ Scoreboard message welcoming ALS Wisconsin families and bringing awareness to ALS.
- ❖ All in-game experiences will be family members and supporters of ALS.
  - National Anthem = Lucy Chamberlain from Milwaukee
  - First Pitch = Julie Zawistowski of Stone Lake
  - In-Game Interview = Matt O'Neill from Milwaukee
  - Flag Waver = Laura O'Connor-Eimon of Oconomowoc
  - Junior Announcers = Mikayla and PJ Herrington, 11, of Muskego

## **Minnesota Twins**

The Minnesota Twins will recognize Lou Gehrig Day on Wednesday, June 8, when the club fittingly welcomes Gehrig's New York Yankees to Target Field. Pregame ceremonies and club social media posts will raise awareness of, and funds for, ALS research by honoring the strength and courage of individuals and families living with the disease. The Twins will celebrate Minnesota State Senator David Tomassoni, who retired following the 2022 session after three decades in office to continue his fight against ALS; additionally, Randy Ryski and his family, also affected by ALS, will be welcomed to the field to share the story of their journey. A portion of Gehrig's iconic farewell speech will be read prior

to the game, while the Twins will make a donation to the ALS Association MN/ND/SD Chapter in support of the essential services they provide. Lastly, the Twins will host 100 families living with ALS, along with ALS Association staff and volunteers, for an evening at the ballpark.

## **Oakland Athletics**

The Oakland A's will honor Lou Gehrig's legacy and the fight against ALS at the Coliseum on Friday, June 3.

- ❖ The A's are offering a special ticket offer, with five dollars from every ticket sold at [athletics.com/specialevents](https://athletics.com/specialevents) benefiting the A's local ALS efforts to help raise awareness and find a cure.
- ❖ The ALS CURE Project will be featured in a community spotlight during the pregame radio broadcast and as the A's Nonprofit Partner of the Game. The ALS CURE Project, a nonprofit organization founded by A's outfielder Stephen Piscotty and his family, provides focused leadership and sponsors vital ALS research in search of a cure for ALS through collaborations with research organizations. The Oakland A's Community Fund will present the ALS CURE Project with a \$5,000 donation prior to the start of the game.
- ❖ The A's will provide tabling opportunities for four local organizations, including the ALS Therapy Development Institute, the ALS Association Golden West Chapter, the Muscular Dystrophy Association (MDA), and the ALS CURE Project.
- ❖ The "Lou Gehrig" wine by Campos Family Vineyards will be featured at the Coliseum, with proceeds benefiting local ALS efforts.

## **Philadelphia Phillies**

The Phillies are continuing their mission of raising awareness for ALS at their ballpark-wide Lou Gehrig Day on Friday, June 3, with the goal of raising over \$225,000 to #StrikeOutALS. Throughout the game, the team will honor the legacy of Lou Gehrig as well as the tireless work of The ALS Association Greater Philadelphia Chapter. Together, the Phillies and The ALS Association have raised over \$20 million since 1984, when their partnership began.

This year's Lou Gehrig's Day has even more special meaning to the Phillies family, as pitchers Aaron Nola and Nick Nelson both have had uncles who succumbed to ALS. Nola and Nelson will speak about their personal connection to ALS, as well as the Phillies' longstanding relationship with The ALS Association Greater Philadelphia Chapter, in a pregame video which will be shown on PhanaVision.

Also featured in the video will be ALS patient and retired Army Lt. Colonel Chuck Schretzman, a Philadelphia veteran and West Point graduate, and his daughter, Chloe, a 2022 West Point graduate, addressing the team this year, along with testimonials from current and former players about the fight to strike out ALS.

Schretzman will be one of four patients with ALS that will be recognized on field pregame, with players also interacting with patients including Denise Naylor from Bucks County, PA; Bryan Rosica, a teacher at Buckingham Elementary School in Buckingham, PA; and Stephanie Kemezis, from North Wales, PA. Many players have gotten to know the patients over the years through their partnership with the Association.

These four patients will simultaneously throw the ceremonial first pitches to players. During the National Anthem, Phillies players will stand with patients alongside the dugout.

Additional in-game elements include:

- PhanaVision treatment with photos and videos highlighting patients, past Phillies Phestival events and the Association
- 50/50 drawing, grab bag sales (including autographed memorabilia and Phillies giveaways) and a silent auction through June 4 on [phillies.com/lougehrigauction](http://phillies.com/lougehrigauction) to benefit The ALS Association Greater Philadelphia Chapter
- An ALS Awareness Theme Night Ticket for the June 3 game, with \$4 per ticket going back to the cause
- Base change by patient Jacob Copeland and his caregiver at the end of the third inning
- ALS patients and their caregivers will dance with the Phillie Phanatic at the end of the fifth and seventh innings
- In-game TV interview with Ellyn Phillips, Chair Emeritus of The ALS Association Greater Philadelphia Chapter
- 25,000 handouts highlighting the Phillies' 38-year relationship with the association to be distributed to all fans when they enter the gates
- Phillies alumni to visit with patients, caregivers and sponsors in their suite at the game

## San Francisco Giants

The San Francisco Giants will celebrate Lou Gehrig Day on June 9<sup>th</sup> at Oracle Park. Additional activities to commemorate Gehrig's legacy and honor the courage of those living with ALS include:

- People with ALS and their families, researchers and advocates will join the Giants for the game on June 9<sup>th</sup> against the Rockies
- Honoring **Jim Poole**, former Giants player, and his fight against ALS
- Raising awareness for the Giants' nonprofit partners who are in the fight against ALS in the Bay Area and beyond. These partners include the ALS Association Golden West Chapter, the ALS Therapy Development Institute and the ALS CURE Project.
- Honoring the strength and courage of those living with ALS and recognizing the families and community members that provide support
- Sharing highlights of Lou Gehrig's life and career and his impact on baseball.
- The Giants have partnered with Cytokinetics to be the presenting sponsor of their activation. Cytokinetics is a local biopharmaceutical company that focuses on clinical trials and developing treatments for ALS.

## Seattle Mariners

The Seattle Mariners are hosting a special ALS Awareness Night at T-Mobile Park on Saturday, June 18<sup>th</sup>. \$10 for every ticket sold will go to the ALS Association Evergreen Chapter.

## St. Louis Cardinals

The St. Louis Cardinals will celebrate Lou Gehrig day on June 13 and are:

- ❖ Partnering with The ALS Association St. Louis Regional Chapter and the Muscular Dystrophy Association locally.
- ❖ ALS patients and their families/caregivers will be hosted in a suite with food and beverage provided.
- ❖ Prior to the game, two patients and their families will be recognized on field and either they or a member of their family will throw out a ceremonial pitch.
- The ALS Association St. Louis Regional Chapter has a unique fundraising link [cardinals.com/als](http://cardinals.com/als) will offer tickets at \$20 with \$5 from each going back to the organization.
- The ALS Association St. Louis Regional Chapter and the local MDA combined received 10 Lou Gehrig logoed baseballs signed by either Albert Pujols or Paul Goldschmidt that will be used for their local fundraising purposes to benefit the work they do in support of ALS patients and families.

## **Tampa Bay Rays**

The Rays will be recognizing Lou Gehrig Day on Friday, June 3<sup>rd</sup>, with the following planned for pregame:

- ❖ Rays Radio broadcaster, Andy Freed, will be on-field to read the famous Lou Gehrig speech
- ❖ A guest from ALS Association Florida Chapter will throw out the ceremonial first pitch

The Rays will continue to recognize their partnership with ALS Association Florida Chapter later this season, with a CEO Soak event (in August) and a pregame ceremonial check presentation for our \$5,000 grant.

## **Texas Rangers**

The Texas Rangers Baseball Foundation will host around 125 representatives from the ALS Association of Texas (people fighting ALS, family, friends, caregivers). The Foundation will also donate all proceeds from the Texas 2 Split 50/50 Raffle to the ALS Association of Texas. Additionally, in the fourth inning, the Rangers will ask that fans hold four fingers in the air to honor Lou Gehrig.