ST. LOUIS, Mo., August 8, 2017 – The Cardinals return to Busch Stadium in the midst of a push towards the top of the N.L. Central Division. The five-game homestand begins with a two-game interleague matchup against Show Me State rivals the Kansas City Royals (August 9-10) and concludes with three games versus the Atlanta Braves (August 11-13). The tenth homestand of the year is highlighted by Billy Joel Night, Negro Leagues Tribute Night and a celebration of the 30-year anniversary of the 1987 National League Championship team.

Wednesday, August 9, 2017 — Cardinals vs. Kansas City Royals (7:15 p.m.)
Gates open at 5:45 p.m.

- **Billy Joel Theme Night:** In anticipation of his upcoming September concert at Busch Stadium, the Cardinals invite all Uptown Girls and Piano Men to Billy Joel Night. Fans that purchase a special theme ticket will receive a Billy Joel bobblehead and can enjoy pregame entertainment provided by Spanky’s Dueling Pianos in Riverview Corner. Additionally, a portion of each ticket sold will be donated to Jazz St. Louis. Fans must present the voucher in order to receive this promotional item. For more information, visit cardinals.com/theme (#CardsTheme).

- **Trevor’s Troops:** Trevor Rosenthal will host a group from USO Missouri for tonight’s game as part of his Trevor’s Troops player ticket program. Prior to the game, the group will get to watch batting practice from the field and meet with Trevor in the dugout to take pictures and ask questions. Presented by Scott Credit Union.

- **Battle at Busch:** 105.7 The Point and the Cardinals welcome back the Battle at Busch concert series. The 2017 schedule features 18 local bands over the course of six nights, at six different Cardinals home games in Ford Plaza. Tonight’s battle features Cardboard Room, Dirt Road Addiction and Pogo Funk. Gate 6 will open at 5:15 p.m. for the event. Performances begin at 5:15 p.m. with each act given 20 minutes to perform. Each band will be judged on a point system by Mozingo Music and 105.7 The Point. The top four scoring bands of the summer will be invited back to play on September 26 in the Battle at Busch finals for the grand prize package. Tickets are available for $10.57 to each Battle at Busch game by going to cardinals.com/battleatbusch.

- **MLBPA Auction:** The Major League Baseball Players Alumni Association will conduct a baseball-themed silent auction by Gate 1 (Section 137) and Gate 3 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. World Champions 1926, 1931, 1934, 1942, 1944, 1946, 1964, 1967, 1982, 2006, 2011 cardinals.com
Thursday, August 10, 2017 — Cardinals vs. Kansas City Royals (6:15 p.m.)
Gates open at 4:45 p.m.

- **Negro Leagues Tribute Theme Night:** Join us at the ballpark to celebrate the history of Negro League Baseball on Negro Leagues Tribute Night. With the purchase of a special theme ticket, fans will receive a throwback St. Louis Stars cap, which represented St. Louis in the Negro Leagues from 1922-1931 and 1937-1943. Fans will also be able to enjoy a traveling history exhibit and special pregame Q&A presentation with executives from the Negro Leagues Baseball Museum in Kansas City in the Cunningham Corner. Fans must present the voucher in order to receive this promotional item. For more info, or to purchase tickets, visit cardinals.com/theme. (#CardsTheme)

- **Tsunami Waves:** Carlos Martínez will host a group from the Puerto Rican Society of St. Louis for today’s game as part of his Tsunami Waves player ticket program. Prior to the game, the group will get to watch batting practice from the field and meet with Carlos in the dugout to take pictures and ask questions. Presented by Scott Credit Union.

- **Pregame Poms/Cheer/Dance Performances:** Prior to the game, groups from Collinsville High School Cheer, Dupo High School Cheer, Jamestown Sapphires, Villa Grove High School Dance and Windsor High School Dance will perform in the Ford Plaza beginning around 4:45 p.m.

- **MLBPAA Auction:** The Major League Baseball Players Alumni Association will conduct a baseball-themed silent auction by Gate 1 (Section 137) and Gate 3 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.

Friday, August 11, 2017 — Cardinals vs. Atlanta Braves (7:15 p.m.)
1987 National League Championship Anniversary Weekend presented by Heartland Coca-Cola
Gates open at 5:15 p.m.

- **Adult 1987 Road Gray Mystery Jersey Promotional Giveaway:** 30,000 ticketed fans, ages 16 and older, will receive a 1987 Road Grey Mystery Jersey featuring Tom Lawless, Jose Oquendo, Tony Pena, Terry Pendleton or John Tudor as we celebrate the 30th anniversary of the 1987 National League Championship team. Fans won’t know which player jersey they will receive until they enter the gates. (#CardsPromo)

- **K Cancer Ceremony:** Before tonight’s game, former Cardinals closer Jason Motte and Kolten Wong will participate in a check presentation to Cardinals Care on behalf of the Jason Motte Foundation. In May, Motte and Wong teamed up to raise money for cancer research by hosting their annual Cornhole Challenge. Fans can get free shipping on the Jason Motte Foundation’s “K Cancer” shirts purchased through August 26 by visiting jasonmottefoundation.org.
• **Academy Sports + Outdoors Autograph Night:** Get free autographs from current and former Cardinals players, courtesy of Academy Sports + Outdoors. Two current Cardinals players (TBD) will sign 100 autographs inside Ford Plaza for fans ages 15 and younger from 5:45-6:15. Kids must have an autograph line ticket, which are free and are distributed in the Ford Plaza. Former Cardinals Kerry Robinson and Scott Terry will sign autographs for fans of all ages from 6:15-7:00. *Players subject to change*

• **Cardinals Museum Artifact Spotlight:** Every Friday home game, the Cardinals Hall of Fame and Museum highlight artifacts in the collection not currently on display during a pregame presentation inside the Museum. Today’s featured items relate to the 1987 World Series. For more information or to purchase tickets to the museum, visit cardinals.com/museum. (#CardsMuseum)

• **Cardinals Care 50/50 Raffle:** Fans 18 and older may play the Cardinals Care 50/50 Raffle by going to any of the seven 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. For past winning raffle numbers and kiosk locations, visit cardinals.com/5050.

• **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 to obtain specialty Cards items while helping support the programs that Cardinals Care provides to youth in the community. Auction tables will be located inside the Cardinals Club, UMB Champions Club and Redbird Club.

• **MLBPAA Auction:** The Major League Baseball Players Alumni Association will conduct a baseball-themed silent auction by Gate 1 (Section 137) and Gate 3 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.

---

**Saturday, August 12, 2017 — Cardinals vs. Atlanta Braves (6:15 p.m.)**

1987 National League Championship Anniversary Weekend presented by Heartland Coca-Cola

Gates open at 4:15 p.m.

• **Replica 1987 National League Championship Ring Promotional Giveaway:** 30,000 ticketed fans, ages 16 and older, will take home a wearable replica of the 1987 National League Championship ring. (#CardsPromo)

• **Topps Baseball Card Pack Giveaway:** 30,000 fans entering with a ticket will receive an exclusive pack of baseball cards, courtesy of Topps. (#CardsPromo)
• **1987 National League Championship Anniversary Ceremony:** In recognition of the 30th anniversary of the Cardinals 1987 National League Pennant, over 20 members of the 1987 team, including **Ozzie Smith, Willie McGee, Whitey Herzog, Tommy Herr** and **Jack Clark**, will be honored in a pregame ceremony starting at 6:00 p.m. Ozzie Smith will throw a ceremonial first pitch to Jack Clark.

• **Saturday Signings at the Museum:** Former Cardinals outfielder **Brian Jordan** will sign autographs at the Cardinals Museum from 2:00 to 4:00 p.m. In addition to having a valid admission to the museum, fans must have an autograph line ticket, which are free and will be distributed beginning at 9:30 a.m. at the Busch II Infield outside Cardinals Nation. Visit cardinals.com/museum for more information. Presented by Heartland Coca-Cola Bottling Company. (#CardsMuseum)

• **Cardinals Care 50/50 Raffle:** Fans 18 and older may play the Cardinals Care 50/50 Raffle by going to any of the seven 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. For past winning raffle numbers and kiosk locations, visit cardinals.com/5050.

• **MLBPAA Auction:** The Major League Baseball Players Alumni Association will conduct a baseball-themed silent auction by Gate 1 (Section 137), Gate 3 and inside 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.

---

**Sunday, August 13, 2017 — Cardinals vs. Atlanta Braves (1:15 p.m.)**

1987 National League Championship Anniversary Weekend presented by Heartland Coca-Cola

Gates open at 11:15 a.m.

• **Cardinals Coaster Set Promotional Giveaway:** 30,000 ticketed fans, ages 16 and older, will take home a set of four Cardinals ceramic coasters, courtesy of Coca-Cola & Schnucks. (#CardsPromo)

• **Prairie Farms Kids Run the Bases:** Following the game, fans ages 15 and under are invited to run the bases of Busch Stadium (weather permitting). Presented by Prairie Farms.

• **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 frozen treats (while supplies last).

• **Cardinals Care 50/50 Raffle:** Fans 18 and older may play the Cardinals Care 50/50 Raffle by going to any of the seven 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. For past winning raffle numbers and kiosk locations, visit cardinals.com/5050.

• **MLBPAA Auction:** The Major League Baseball Players Alumni Association will conduct a baseball-themed silent auction by Gate 1 (Section 137), Gate 3 and inside 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.
#CardsRatPack Campaign Launched to Honor Whitey Herzog
On June 9, the St. Louis Cardinals formally launched #CardsRatPack to honor Hall of Fame Manager Whitey Herzog and raise money for the Whitey Herzog Youth Foundation. The campaign will center on a pack of 24 illustrated baseball cards that come to life as part of a weekly cartoon series on the team’s digital and social media platforms designed to convey an important part of Whitey’s life, career and the pack of players he managed.

The animated series debuted on Wednesday, July 12, and new episodes will be released via the Cardinals’ social media pages each Wednesday (#WhiteyballWednesday) and Friday (#FredbirdFriday). Additionally, the team will release a limited number of corresponding illustrated #CardsRatPack baseball cards that will be distributed at Fredbird Friday event locations.

The team is also encouraging fans to show their affection for the White Rat all season long by sharing video memories, photographs and other messages via social media using the hashtag #CardsRatPack. As part of the #CardsRatPack campaign, the team is sponsoring a one-of-a-kind video contest asking fans to share their favorite Whiteyball memory for a chance to have their personal video transformed into a professionally animated cartoon that would punctuate the #CardsRatPack series. Fans can learn more about the campaign and video contest at cardinals.com/ratpack.

Paper Yadi
With his recent contract extension through 2020, Yadier Molina joins an elite group of players who could play their entire career with one team. Let Yadi know how happy you are he will be a career Cardinal by taking a photo of yourself with Paper Yadi and sharing on social with #YadiYadiYadi. You may even see your Paper Yadi post on the club’s social media pages or on the Busch Stadium scoreboard! Go to cardinals.com/yadi to download and print your Paper Yadi today.

Mobile Friendly Fan Food Guide
The Cardinals Fan Food Guide is available at cardinals.com/food and via the MLB.com Ballpark mobile app to help fans locate their favorite food and beverages at Busch Stadium. In addition to showing where each concession item may be purchased, the Cardinals Fan Food Guide also includes a photo of each item, as well as its price. Fans can browse all concession options around the stadium generally via the A-Z listing or can target specific alcoholic and non-alcohol beverages and deserts. The Cardinals Fan Food Guide even gives fans the ability to sort offerings by Healthy Choices & Special Dietary Requests.

Fans can access the Cardinals Fan Food Guide from their mobile devices while attending a Cardinals game by using the public facing WiFi (CardinalsWiFi) that was launched at Busch Stadium earlier this season.
Pham, Whitey and Sierra Highlight New Cardinals Magazine

He’s edgy and plays with a motor that always runs full-speed, reminding Cardinals Nation of its hard-charging heroes of yesteryear. He’s also driven and demanding of himself, never taking his spot on the roster for granted. He’s Tommy Pham, the man providing a serious spark at the plate, on the bases and in the outfield for a Cardinals team making a push in the N.L. Central Division. The outfielder is on the cover of the new edition of Cardinals Magazine, sliding into the spotlight with a remarkable story of perseverance across 12 years in the organization.

Another Cardinal showing off his wheels is Magneuris Sierra, the speedy outfielder who started this season in Class A and jumped all the way to the majors. We also catch up with a Cardinals legend who knows plenty about speed—Hall of Fame Manager Whitey Herzog—as the club’s #CardsRatPack fan engagement campaign swing into high gear. He shares stories behind some of the classic photos that defined one of the most electric eras in franchise history.

Pick up this must-read issue at retail locations throughout Busch Stadium, including from vendors inside stadium gates, team store locations, portable red merchandise carts, Majestic and Cardinals Authentics stores inside Ballpark Village and the Cardinals Authentics Shop in Ford Plaza. Throughout metro St. Louis, the magazine is available for purchase at major retailers like Cardinals Clubhouse mall stores, Dierbergs, Schnucks, Shop ’n Save, QuikTrip and Walgreens.

Print subscriptions are available at cardinals.com/magazine or by calling 314-345-9000. Subscribe today and automatically receive a 20% discount on the 2017 Cardinals Yearbook. For additional team coverage, follow Cardinals Magazine on Twitter @CardsMagazine and watch our weekly segments on the Cardinals Insider TV show. (#CardsMag25)

2017 Official Scorecard Celebrates Club’s 125th Anniversary

Featuring the cover artwork of acclaimed St. Louis illustrator Mike Right—the scorecard designer since 2003—this season’s scorecard celebrates the franchise’s 125th anniversary logo paired with 12 Cardinals utilized by the club through the decades. Inside, you’ll find a tutorial on how to keep score the “Cardinal Way,” a method practiced by club officials since the 1940s.

Purchase the scorecard individually—or with the latest edition of Cardinals Magazine for just $5—from Busch Stadium vendors inside the gates, team store locations, red merchandise carts and Cardinals Authentics. Purchase additional scorecards at cardinals.com/scorecard.

Cardinals Kids Club

The Cardinals Kids Club is the exclusive club for Redbird fans ages 13 and under. The 2017 Kids Club membership package includes two tickets to a 2017 Cardinals game, access to the Member’s Only autograph party at Busch Stadium, first in-line access for Kids Run the Bases presented by Prairie Farms, a duffel bag, hat, lanyard, lapel pin, a Fredbird action figure and more.

Membership packages may be purchased at Busch Stadium at the Cardinals Kids Club kiosk located in Family Pavilion or online at cardinals.com/kidsclub.
Cardinals Nation Restaurant and Bar
New for 2017, the Cardinals have launched the Cardinals Nation Food Truck. Serving a combination of ballpark fare and unique culinary creations, the Cardinals Nation Food Truck will be located at 8th and Clark on game days, and will hit the streets around the city for lunch service. The food truck menu consists of 10 entrée offerings including fan favorites from the Cardinals Nation Restaurant like the Cardinals Nation Nachos and Four Cheese Mac & Cheese, along with fun new selections such as Bacon Ribs and the Twisted Cheddar Brat. In addition to taking part in local fairs and festivals, the food truck will be available for corporate and social events, catering and will be part of the Cardinals outreach throughout the St. Louis community. Fans can follow the #CardsFoodTruck on Twitter @CardsFoodTruck for weekly truck location announcements. To view the full menu, fans can visit cardinals.com/foodtruck.

Cardinals Nation will continue to host the Official Pre-Game Party of the St. Louis Cardinals. This ticketed pep-rally style party is located in the Hall of Fame Club on the second floor, two and a half hours prior to every Cardinals home game during the 2017 season. The exclusive pre-game event includes a full buffet menu, all-inclusive bar and a DJ or live music all the way until first pitch. Tickets for the Opening Day Official Pre-Game Party are currently sold out. Tickets for future Pre-Game Parties can be purchased at cardinals.com/pregame, at any Busch Stadium box office or at the Cardinals Museum.

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:

- **Happy Hour at Cardinals Nation:** Enjoy $5 souvenir drafts and lemonades along with your choice of five different $5 appetizer selections: Buffalo Wings, Smothered Bratzel, Mini Corn Dogs, Pulled Pork Sliders and Burger Sliders every Monday-Friday, excluding home game dates, from 3–7p.m.
- **$3 Thursdays:** Enjoy $3 Budweiser family pints, call cocktails and house win while you take part in interactive games, trivia and giveaways with DJ Joe every Thursday, excluding home game dates, from 4–10p.m.

Ballpark Village
Ballpark Village is the premiere dining, drinking, and entertainment destination in the region. Located in the heart of St. Louis' central business district adjacent to Busch Stadium, Ballpark Village hosts events 365 days a year, providing patrons with a variety of entertainment, food and beverage, and on-site parking in one location.

No ticket, no problem! Ballpark Village offers an unprecedented watch party experience with over 1,200 square feet of TVs, direct stadium feed, Budweiser Brew House Deck Parties post-game every Friday with DJ Todd Thomas and Official Cardinals Away Game Watch Parties with premium giveaways.

Work or live downtown? Don’t miss a once of a lifetime Solar Eclipse viewing party at Ballpark Village on Monday, August 21! Take a few hours off and come down for a $10 lunch special that includes any menu burger and domestic drat at Cardinals Nation, Budweiser Brew House or FOX Sports Midwest Live from 12:00-3:00 p.m.! The first 500 guests will receive solar eclipse glasses with completion of a data card to take-in the full solar eclipse (1:18p.m. CT) from your choice of locations including the Busch II Infield, FOX Sports Midwest Live! (roof will be open, weather permitting) and the Budweiser Brew House Rooftop.

**World Champions** 1926 • 1931 • 1934 • 1942 • 1944 • 1946 • 1964 • 1967 • 1982 • 2006 • 2011
cardinals.com
Cardinals Authentics
Cardinals Authentics will commemorate the 50th anniversary of the 1967 World Series Championship team by offering autographed pictures, baseballs and other memorabilia from Mike Shannon, Orlando Cepeda, Lou Brock, Bob Gibson and Red Schoendienst including a framed, limited edition, enlarged print of a World Series Game 4 ticket signed by all five players and a limited number (#’d to 67) of autographed and inscribed baseballs by Bob Gibson celebrating his three World Series wins. Cardinals Authentics will also commemorate the 125th anniversary of the franchise with unique collectible items as well.

Fans can pre-order game-used bases for any game in the 2017 season by calling 314.345.9851 or emailing gameused@cardinals.com.

Fans can visit one of the two Cardinals Authentics locations inside Cardinals Nation or in the Ford Plaza to shop for authentic Cardinals gear and to take home a piece of the game. Cardinals Authentics specializes in official, game-used, limited edition and autographed memorabilia direct from the club. Both shops offer a great selection of current and vintage Cardinals apparel, as well as one-of-a-kind collectibles. The Cardinals Nation location is open daily from 10:00 a.m.—8:00 p.m. (April–October) and 10:00 a.m.—6:00 p.m. (November–March). On game nights, the Ford Plaza shop will remain open 30 minutes after last pitch while the Cardinals Nation shop will remain open one hour after the final pitch. Visit cardinals.com/authentics or follow them on Twitter @CardsAuthentics. (#CardsAuthentics)

Cardinals Hall of Fame and Museum
The Cardinals have launched a new museum membership level for fans desiring the most premier level of benefits. Benefits of the Ultimate Cardinals Museum Membership include a bronze mini plaque engraved with the member’s name, an autographed bat and baseball from a Cardinals Hall of Famer, VIP seating for two at the Cardinals Hall of Fame Induction Ceremony and much more.

The Cardinals are proud to continue to offer the Individual ($50) and Family ($85) Museum Membership options for fans in 2017. Membership benefits include unlimited museum admission for one year, guest passes, limited edition bobbleheads of Dizzy Dean and Ted Simmons, discounts to the Cardinals Authentics Shop & Cardinals Nation Restaurant, and access to select presales and member-only events. Visit cardinals.com/membership for a detailed list of membership benefits.

The Cardinals Hall of Fame and Museum within Cardinals Nation features the largest team-held collection in baseball. The collection is second only to the National Baseball Hall of Fame in terms of size with over 22,000 memorabilia items and hundreds of thousands of archival photographs. Be sure to check out this year’s special gallery, Women in Baseball: How They Made History, which examines women’s involvement and contributions to St. Louis baseball and the game at large. The Museum is open daily from 10:00 a.m. – 6:00 p.m. and remains open through the 7th inning on home game nights. Adult admission is $12, and tickets can be purchased at cardinals.com/museum (#CardsMuseum).

Cardinals Work #4AGreenerGame
For the first time in Busch Stadium’s history, the Cardinals will be purchasing enough Renewable Energy Credits from Ameren Missouri Pure Power to offset 100% of the energy consumption used at the ballpark for every regular season game in 2017.

The Cardinals Knight FM Green Team is a group of volunteers who walk down the aisles of the seating bowl in-between innings collecting recyclables from fans and promoting recycling at Busch Stadium. In exchange for their services, volunteers are able to watch the game in standing room only sections of Busch Stadium, as collections are only done in-between innings and during pitching changes so as not to disturb fans trying to watch the game. To volunteer or learn more, visit cardinals.com/green (#4AGreenerGame).
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. Established in 1997, Cardinals Care has invested over $22 million to support St. Louis area children and built or renovated 23 youth ball fields in local under-resourced neighborhoods. Most recently, the Cardinals dedicated Dexter Fowler Field at Hess Park in Decatur, Ill. in July. Fans can view the entire list of Cardinals Care youth baseball fields at cardinals.com/youthfields.

This season marks the 14th 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 learn how to support Cardinals Care by visiting cardinals.com/community.

Fans can support Cardinals Care by donating directly at cardinals.com/donate or in a variety of ways:

- **Cardinals Care 6K Run/Walk**: Registration is now open for the eighth annual Cardinals Care 6K and One Mile Fun Run set for Sunday, September 17 at 8:06 a.m. Those interested in participating are encouraged to register and learn more at cardinalsare.org (#CardsCare6K).

- **50/50 Raffle**: Fans 18 and older may play the Cardinals Care 50/50 Raffle by going to any of the seven 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. For past winning raffle numbers and kiosk locations, visit cardinals.com/5050.

Cardinals Insider with Ozzie Smith
Cardinals Insider, the club’s weekly half-hour new magazine television show, made its season debut on March 26 with new host Ozzie Smith. Now in its second season, Cardinals Insider with Ozzie Smith is available within 17 television markets in eight states. Over the offseason, a new digital newsroom was constructed within the Cardinals press box to house the team’s multimedia video unit. Five full-time journalists were hired to provide fans with behind the scenes access and daily content for the team’s various digital and social platforms including cardinals.com, YouTube, Facebook, Twitter and Instagram.

The show features a mix of news, player profiles, exclusive interviews, in-depth features, and a look back in team history with exclusive content from the team’s large archive and extensive museum collection. In addition to offering fans an unprecedented view behind the scenes with the team, the show also places a strong emphasis on fan engagement and leveraging the team’s social media to enrich the viewer experience. New episodes air locally on KSDK every Sunday at 10:00 a.m. More information about the show, including previous episodes and a full list of affiliates and show times, can be found at cardinals.com/insider. (#CardsInsider)
Fredbird Fridays
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 served 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/fredbirdfridays for more details (#FredbirdFriday).

Cards Fan Engagement Video Initiatives
#CardsFanFlix is the St. Louis Cardinals ongoing fan engagement initiative developed to encourage fans to create videos that celebrate the team. Throughout the season, the Cardinals sponsor a variety of promotions, contests and campaigns under the umbrella of #CardsFanFlix asking fans to creatively use video to demonstrate their enthusiasm and support of the team while also having some fun:

- The Second Annual Cardinals Treasure Hunt Fan Video Contest launched on August 1, encouraging fans to submit videos sharing the stories behind their most treasured piece of Cardinals memorabilia. To participate in the contest, fans are asked to submit a video, two minutes in length or less, that creatively showcases their most valued collectible item and details the personal story behind the piece. The fan who submits the winning video will win a year-long membership to the Cardinals Museum, as well as a VIP game experience that includes four Field Box tickets and a field visit before the Cardinals game versus the Milwaukee Brewers on Friday, September 29, 2017. The contest runs through September 15. Fans can enter their video submission and view other video entries at cardinals.com/treasurehunt.

Follow the Cardinals on Social Media
Join the Cardinals throughout the season on a variety of social media platforms including Twitter (@Cardinals), Facebook (facebook.com/cardinals), Instagram (Cardinals), Snapchat (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 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.

The Cardinals have also launched a Spanish language Twitter account (@cardenales) and Facebook account (facebook.com/stlcardenales) in an effort to reach a rapidly growing segment of the team’s domestic and international fan base. Followers will see real time updates about the Cardinals and unique Spanish language content designed to take fans behinds the scenes with the team. Furthermore, Los Cardenales, a dedicated Spanish language video page, has been added to the team’s website at cardinals.com/loscardenales. Join the conversation using #STLCardenales.

2017 Official Team Media Guide
The Cardinals official team Media Guide has long been relied upon by journalists and broadcasters who cover the team. Containing stats, photos and biographies of every player in the Cardinals organization, along with the definitive history of the club since its inception, the 2017 Media Guide is the most comprehensive book about the Cardinals. The 2017 Media Guide is available for $20 at the Official Cardinals Team Store, the Cardinals Authentics Shop or online at cardinals.com/mediaguide.
Prohibited Items & Bag Inspection Policy
Fans are still allowed to bring their own food and beverages into Busch Stadium for all 81 games. However, some items will no longer be permitted to be brought through the gates. **Outside cups (e.g. fast food/gas stations cups), mugs and thermoses are prohibited.** All drinks must be factory sealed, in clear plastic bottles no larger than two (2) liters.

Multi-compartment backpacks are no longer permitted inside the ballpark. Duffel bags, tote bags, cinch bags, diaper bags and purses no larger than 16” x 16” x 8” are still allowed. Additionally, **ice packs are prohibited unless required for a medical condition.** Fans can still bring loose ice to keep food and beverages cold. For a full list of permitted and prohibited items, visit [cardinals.com/security](http://cardinals.com/security).

Fan-Friendly Values

- **Dynamic Deals of the Week:** The Cardinals’ 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 view the Dynamic Deals at [cardinals.com/dynamicdeal](http://cardinals.com/dynamicdeal).
- **KMOX 1120 First Pitch Tickets:** At 9:00 a.m. on the day of each game, the first 275 fans may purchase a voucher good for two tickets to that day’s game for just $11.20. The voucher may be redeemed 10 minutes before the scheduled start of the game. The tickets may be anywhere in the park, depending on availability. Visit [cardinals.com/firstpitch](http://cardinals.com/firstpitch) for full details.
- **Coca-Cola Sundays:** Enjoy Sunday games in select Pavilion and Terrace level seats at a special low price. Each ticket purchased also includes a free Coca-Cola and a Hunter hot dog. Tickets start at just $10 each! Visit [cardinals.com/cocacola](http://cardinals.com/cocacola) to purchase tickets or for more details.
- **Phillips 66 Discount Ticket Offer:** Fill up with 8 gallons or more at participating Phillips 66 and receive a voucher for up to 50% off a pair of tickets to a Cardinals game. Visit [cardinals.com/phillips66](http://cardinals.com/phillips66) for details.
- **Cardinals/Six Flags Double Play Combo:** Each Double Play Combo includes a ticket to a 2017 Cardinals game and one single-day admission to Six Flags for just $55. Visit [cardinals.com/sixflags](http://cardinals.com/sixflags) to purchase Double Play Combos or for more information.

For more information on Cardinals promotions and theme nights visit [cardinals.com/promotions](http://cardinals.com/promotions) and [cardinals.com/theme](http://cardinals.com/theme).

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](http://cardinals.com/communications) and [cardinalspressbox.com](http://cardinalspressbox.com).