



We Are Baseball

FOR IMMEDIATE RELEASE

We Are Baseball Hall of Fame Tour Comes to Omaha During CWS One-of-a-Kind Baseball and Technology Experience to visit Omaha

Opening Day: Friday, June 16 at 10 a.m.

OMAHA, Nebraska (May 2, 2017) – **We Are Baseball**, the cutting-edge collaboration and celebration of baseball and technology, will be coming to **CenturyLink Center Omaha** during the **College World Series** beginning on Friday, June 16. College baseball fans from across the United States, and baseball fans across Omaha will have the unique opportunity to expand their experiences with baseball and technology integrations interwoven in the special exhibits, such as virtual reality (VR), an original IMAX® movie and specially curated artifacts from The National Baseball Hall of Fame and Museum in Cooperstown, N.Y.

Tickets for the We Are Baseball experience will go on sale Monday, May 8th at www.ticketmaster.com, by phone at 800-745-3000, and at the CenturyLink Center box office. Tickets will also be available for purchase during the event via the Tour's official website powered by MLBAM and Tickets.com, HallofFameTour.com. We Are Baseball and the Hall of Fame Tour, will be located at the CenturyLink Center, and will be open daily, 10 a.m. — 7 p.m. from June 16-28.

VIRTUAL REALITY

MLBAM partnered with VR company **Jaunt** to give fans up close and personal experiences of being present next to the game's brightest stars, on field, in the dugout and even in the clubhouse. Through content filmed by MLBAM during the dramatic 2016 Postseason, Jaunt will present an emotionally-charged storyline featuring behind-the-scenes access, exclusively shot in VR, to the most meaningful moments from the very first clinch all the way through the final out of the World Series - and even the championship parade through Chicago.

VR - HOME RUN DERBY

In addition to the VR narrative-based experience of the 2016 Postseason, fans visiting **We Are Baseball** at the CenturyLink Center will be among the first to play MLBAM's newest mobile video game - Home Run Derby. This VR game, the first developed by any professional sports league and originally released in December, allows fans to compete in the Home Run Derby using VR technology with unparalleled 3D environments featuring eight iconic ballparks.

SQUARING UP

New to **We Are Baseball** in 2017, "Squaring Up" will be special interactive sessions with prominent figures in baseball and entertainment, including Hall of Famers. These hour-long sessions will feature a live interview, followed by a Town Hall style conversation with the studio audience. Seating will be very limited and will be first

come, first served until the theater is at capacity (150 seats). All sessions will be archived and available on HallofFameTour.com. A schedule of guests will be released at a later date.

IMAX® MOVIE

Showing in a first-of-its-kind mobile IMAX® theater will be an original IMAX® film, immersing fans into the past, present and future of baseball with never-before-seen content and historical footage. Thomas Tull and Tom Werner produced the film.

ARTIFACTS AND TECHNOLOGY

One-of-a-kind artifacts have been curated by baseball historians and are exhibited in unprecedented ways through state-of-the-art technology. This dynamic, customizable and sharable traveling exhibit will allow fans to "experience" the stories, traditions and stars that make up baseball's past and present like never before - from the game's greatest luminaries - including the cap worn by Jackie Robinson during the 1955 World Series, the bat used by Bobby Thomson to hit a walk-off home run in the 1951 regular season playoffs, mitt worn by Yogi Berra during Don Larsen's Perfect Game in 1956 and the ball hit by Babe Ruth for the 714th and final home run of his career in 1935.

Technology will be interwoven into the experience like never before. Examples include:

- **History Selfie:** Fans can put themselves right into some of baseball's most iconic moments and share the selfie with friends, family and followers via social media
- **Hall of Fame Plaques in HD:** Scroll through an interactive experience of the Hall of Fame plaques for every Cooperstown inductee
- **Personal Plaques:** Using touch screen technology and high resolution cameras, fans can take their own photos, creating a personal Hall of Fame replica plaque while crafting their own Hall of Fame stories

Ticket prices for **We Are Baseball** are as follows: \$17 (Adult) and \$5 (Youth ages 5-17). In addition, college student/military/senior citizen with ID are \$10 and children under 4 are admitted free of charge. All tickets purchased are subject to a convenience fee.

FANATICS

The global leader in licensed sports apparel and official MLB digital commerce partner, Fanatics will operate a pop-up **We Are Baseball** retail store, providing an array of officially licensed gear and customized products. Fans attending the experience can shop a wide selection of merchandise and Baseball Hall of Fame throwback designs, while also sifting through Cooperstown memorabilia and collectibles. Fans unable to visit in person will be able to showcase their passion and pride by shopping all Hall of Fame Tour merchandise online at mlbshop.com and fanatics.com.

IMAX® is a registered trademark of IMAX Corporation.

We Are Baseball was developed with content provided by The National Baseball Hall of Fame and Museum and through a partnership with IMAX Corporation, MLBAM, Boston Red Sox chairman Tom Werner, CAA, and United Talent Agency, along with Grand Slam Productions.

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